



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation announce Amazing Arabella as an Official Ambassador**

**London, UK, September 1, 2022** - The Cybersmile Foundation have announced leading Gen-Z influencer Amazing Arabella as their newest official ambassador. Arabella joins a number of international celebrities and public figures including the likes of singer Normani, Formula One driver Nicholas Latifi, and TikTok star Holly H – all sharing a commitment to a truly inclusive internet.

Arabella, who is one of the world's top teen influencers, regularly uses her powerful platform to help promote important messages relating to mental health, self-care and wellbeing – areas of focus that align perfectly with Cybersmile's mission.

Arabella has been leading the way in helping people deal with the effects that online life can have - both good and bad. Among her latest exciting activities; Arabella recently appeared at the red carpet premiere of Tom Cruise's *Top Gun: Maverick*, fronted numerous campaigns for Burberry, Disney, LEGO and the world famous Harry Potter franchise.

“It is an honor to welcome Arabella as an official Cybersmile Ambassador. Her incredible talent and devotion to helping her young fans and their parents deal with online life is very impressive. Thanks to her kindness and powerful messages, she's making a tremendous difference to young people's lives. Cybersmile are proud to have her support, and with her help we will be able to reach even more people to change and save lives,” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

Balancing both online life and school work, Arabella took part in The Cybersmile Foundation's recent Stop Cyberbullying Day campaign where she shared her thoughts on the findings of *Digital Wellbeing 2022* - the second bi-yearly study conducted by Cybersmile looking at the impact of social media use on Gen Z wellbeing. Arabella also used her platform on the day to

raise awareness of the study and encouraged her community to engage in family activities to support their digital wellbeing.

“I am proud to become an official ambassador for The Cybersmile Foundation. As we spend increasing amounts of time online, it has never been more important for us to understand the impact that our words and actions can have on others. I’m excited to use my platform and work with Cybersmile to make the internet a kinder, more diverse place,” said Arabella, Cybersmile Ambassador.

As well as raising awareness of Cybersmile’s campaign and support activities, Arabella’s global reach will enable Cybersmile to further impact and educate internet users of all ages around the world.

### **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

### **CONTACT**

Press Officer

[pressoffice@cybersmile.org](mailto:pressoffice@cybersmile.org)

<https://www.cybersmile.org>

#### **U.S. WEST**

530 Lytton Avenue  
2nd Floor  
Palo Alto  
CA 94301

#### **U.S. EAST**

99 Hudson Street  
5th Floor  
TriBeCa  
New York  
NY 10013

#### **U.K. & INTERNATIONAL**

3 London Bridge Street  
3rd Floor  
London  
SE1 9SG

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