



THE CYBERSMILE FOUNDATION

PRESS RELEASE

UB40's Ali Campbell releases Cybersmile charity single

LONDON, UK, FEBRUARY 9, 2015 - UB40 frontman Ali Campbell has released new single Cyber Bully Boys to support The Cybersmile Foundation ahead of Safer Internet Day.

Ali Campbell, the legendary voice of UB40 reunited with Astro & Mickey, spoke out about cyberbullying that he has seen personally.

“The reason I wrote the song was because I witnessed my fans being bullied online. As I looked into the problem and asked my children about it, it was apparent that cyberbullying is bigger than I realised. We’re all disgusted with this modern problem and it needs fixing,”
- Ali Campbell, UB40.

Ali Campbell, Astro and Mickey were founding members of the iconic Birmingham reggae troupe UB40, who topped the UK singles chart on three occasions and sold 70 million records as they took their smooth yet rootsy musical blend to all corners of the globe. Cyber Bully Boys is taken from Ali Campbell, Astro & Mickey’s new album Silhouette, a Top 20 hit on release last autumn.

“We are delighted that Ali, Astro and Mickey are releasing Cyber Bully Boys in aid of Cybersmile on Safer Internet Day. Such a legendary group dedicating their efforts to prevent cyberbullying is incredible. We hope that the public will really get behind the track and help to raise awareness of online abuse and its effects on the wider community. This is not just a problem that affects young people and we need to work together to change both attitudes and behaviours,” - Scott Freeman, CEO, The Cybersmile Foundation.

100% of the profits from the single will go to Cybersmile and help support young people around the world facing online abuse.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi award winning non-profit organization committed to tackling all forms of digital abuse and bullying online. They work to promote diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help along with support services to children and adults.

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The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No.1147576)