

Claire's Raise Over \$57000 For Cybersmile During Bullying Prevention Month Campaign

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PALO ALTO, NOVEMBER. 23, 2017 - High street retailer Claire's have raised over \$57000 for Cybersmile after a successful Bullying Prevention Month campaign involving a whole host of Cybersmile Ambassadors, celebrities and influencers.

During the month of October, select Claire's stores across North America and the U.K. fundraised for Cybersmile, with customers being encouraged to make a donation at the in-store point of sale. As part of the campaign, Cybersmile and Claire's engaged young audiences online with positive, inspiring content and shared tips on how to deal with cyberbullying and online abuse.

"Working alongside Cybersmile for the month of October brought awareness and hopefully touched many lives. We are proud of being awarded as the winners of October's Cybersmiler of the Month Award, our partnership is very important as we work together to end cyberbullying and the effect negativity online has on young girls. We want to share this with our customers by making them part of our mission to make a positive impact and supporting another," - Hind Palmer, Global Brand Marketing & PR Director, Claire's.

Throughout the month, exclusive celebrity Positive Playlists were released to engage young audiences with co-branded, inspiring and educational graphics shared through social media, encouraging young users to #DreamBigWithClaire's whilst informing young internet users about the harmful effects of cyberbullying and what they could do to help themselves and others who might fall victim to online abuse.

"Everybody at Cybersmile is hugely grateful to Claire's for choosing to work with us for their Bullying Prevention Month campaign. Our campaign together enabled us to deliver vital internet safety messages through fun and exciting activities, and the money raised will enable us to deliver crucial support to young and vulnerable internet users around the world," - Iain Alexander, Head of Engagement, The Cybersmile Foundation.

To launch the campaign, Cybersmile announced a global giveaway with a number of exclusive Claire's and official Cybersmile products including a surprise Cybersmile #POSITIVITY t-shirt signed by Johnny Orlando, which was won by an entrant from Algeria.

Normani Kordei, Lauren and Johnny Orlando, Katie Cassidy and Paige Spiranac were among the Cybersmile Ambassadors who participated in the campaign, sharing their tweets, posts of support and Positive Playlists - a selection of their favorite tunes that help them get motivated.

The money raised during the campaign will fund Cybersmile's Global Support Service, which provides 24-hour support for young and vulnerable internet users - wherever they are in the world.

Find out more about [Cybersmile's Global Support Service](#) by visiting their website.

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