Cybersmile And Claire's Partner For Bullying Prevention Month Campaign

Tuesday 1 October, 2019

PALO ALTO, USA, OCTOBER 1, 2019 -? The Cybersmile Foundation and Claire's have announced the launch of their third annual Bullying Prevention Month campaign. The joint campaign titled #ClairesCares will run through October 26th.

In addition to promoting important online safety and anti-bullying messages of friendship and kindness, the campaign will raise vital funds for Cybersmile's international education and support services, enabling them to prepare large numbers of young people for positive internet and social media use - while providing crucial support for those who have been targeted with bullying and abuse.

Claire's stores across the U.S., Canada and the U.K. will fundraise for Cybersmile by encouraging customers to make a donation at the checkout, with 100% of the donations supporting Cybersmile and its mission for kindness and inclusion, on and offline.

Since the launch of their first partnership in 2017, Claire's support has enabled The Cybersmile Foundation to help more than 43,000 children and young people. Their work together has also enabled parents and carers of children to access expert content, designated support and free educational materials.

With this year's fundraising campaign, Cybersmile will be able to provide help to thousands more young people in need and also extend its interactive learning platform to offer scalable year-round educational fun for people of all ages.

"We are honored and grateful to be working with Claire's again for Bullying Prevention Month. Thanks to their ongoing support we have been able to change and save the lives of many thousands of young people around the world. This year's campaign will enable us to not only continue providing this life-changing support, but also to provide preventive educational services to improve the lives of even more young and vulnerable people," said Laura Lewandowski, Chief Policy Officer, The Cybersmile Foundation.

Throughout October, Cybersmile and Claire's will be working together to encourage young people to be proud of who they are, support their friends and do their best to make the world a brighter place.

To find out more about the campaign visit: ?https://cybersmile.org

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to tackling all forms of digital abuse and bullying online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential without the fear of ridicule and abuse.

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

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Facebook: https://facebook.com/TheCybersmileFoundation

Website: https://www.cybersmile.org/

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