# ?The Cybersmile Foundation announces Richard Armitage as an Official Ambassador

**Wednesday 3 June, 2015**

The Cybersmile Foundation welcomes today Richard Armitage as an Official Ambassador.

Actor Richard Armitage will help raise awareness of cyberbullying and work with The Cybersmile Foundation to tackle digital abuse, and encourage positive digital citizenship among internet users.

Best known for playing the role of Thorin Oakenshield in The Hobbit franchise, Armitage has acted in major blockbuster movies such as 'Captain America: The First Avenger', featured in popular TV series including 'Robin Hood', and has also starred in theatre productions including 'The Crucible', Arthur Miller's classic American drama playing the role of John Proctor, which earned him an Olivier Award nomination.

"I'm delighted to be assisting Cybersmile in the efforts to make the internet a more pleasant place to find friends, explore and have fun. I hope my thoughts and feelings connect with everyone, and that we can enjoy social media and online interaction without fear of bullying, and take the same feelings of goodwill into our real life social interactions as well." - Richard Armitage, Actor

"We are thrilled to have Richard's support as an Official Cybersmile Ambassador. His activism will help inspire a generation of young people to think positively and encourage others to work together to stop cyberbullying." - Scott Freeman, CEO, The Cybersmile Foundation

Armitage features in a brand new series of 'Hannibal', which premieres on NBC in the US this Thursday 4th June. Armitage will play Francis Dolarhyde (Red Dragon), alongside Mads Mikkelsen (Casino Royale), Caroline Dhavernas, Hugh Dancy, Gillian Anderson (X-Files) and Eddie Izzard.

To stay up-to-date on future announcements, initiatives and contests, check out The Cybersmile Foundation News Centre for more information:
https://www.cybersmile.org/news_category/cybersmile-news

**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.

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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