WWE and The Cybersmile Foundation announce Partnership to promote diversity and inclusion online

Thursday 2 March, 2017

PALO ALTO, March. 2, 2017 - WWE and The Cybersmile Foundation have partnered on a new initiative to promote diversity and inclusion online with the hashtag #WWExCYBERSMILE.

The partnership will focus on raising awareness of support available to anybody affected by online negativity while encouraging a diverse and inclusive internet, free from harassment and online abuse.

With the support of WWE superstars, the partnership will encourage online users across social media to engage in a positive, open dialogue, supporting those that have been affected by harassment while promoting everyone to celebrate their individuality.

“WWE is proud to continue our commitment to bullying prevention through this partnership with The Cybersmile Foundation, an award-winning cyberbullying organization that tackles all forms of online bullying.” - Tracey Keenan, WWE International.

Social media users are being invited to participate in the debate with the hashtag #WWExCYBERSMILE where they will also get the chance to win special prizes during the campaign.

“Cybersmile and WWE teaming up is very exciting and together we are introducing a whole new audience to Cybersmile’s education and support resources. In addition, we will be empowering huge numbers of people around the world, letting them know that it’s ok to be them, whoever they are.” - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

To find out more about the partnership log on to the official Cybersmile website and follow the hashtag #WWExCYBERSMILE on Twitter, Facebook and Instagram.

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.

Connect

Twitter: https://twitter.com/CybersmileHQ

Facebook: https://www.facebook.com/TheCybersmileFoundation

Website: http://www.cybersmile.org/

Community support website: http://www.cybersmile.org/cyberbullying-support-community

Contact

pressoffice@cybersmile.org

Media:



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Cybersmile :: Positivity :: Inclusion :: Diversity :: WWE :: World Wrestling Entertainment :: Awareness :: Sporting ::

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