



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **The Cybersmile Foundation and Urban Decay Launch Be Fearless Experience**

**LONDON, UK, September 6, 2023** - The Cybersmile Foundation and Urban decay have announced the latest installment of their long-term global partnership. On the 3rd, 4th and 5th August, they opened their doors to the “Be Fearless Experience” – an immersive, playful space in Soho, London.

Full of content creation moments, the event provided 300+ guests including changemakers, content creators, press and the general public with awareness and a deep understanding of The Cybersmile Foundation and Urban Decay’s shared mission to promote freedom of expression, informed allyship and inclusion.

An ‘Ultraviolet Affirmations’ room was created to encourage guests to write positive affirmations on blank walls using UV pens. This created a visual spectacle as these blank walls began to illuminate with messages of hope, allyship and positivity. Additionally, QR codes were strategically placed throughout the venue to encourage participants to take Cybersmile’s educational allyship modules created as part of the partnership.

The Cybersmile x Urban Decay education curriculum was designed to empower 500,000 internet users with the tools and knowledge required to keep themselves and others safe online. The interactive curriculum features 6 educational modules and a downloadable toolkit which offers internet users of all ages and abilities everything they need to stay safe online, effectively help others and make use of the power of the internet to support marginalized communities through effective allyship.

Carrying powerful messages of kindness, hope and respect – the initiative empowered people to consider the safety and wellbeing of others as well as how to help them in an informed way should the opportunity arise.

“Everybody at Cybersmile is proud to be a part of the Be Fearless Experience. Our partnership with Urban Decay continues to positively impact people around the world with key educational outcomes and powerful messages of kindness and inclusion,” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

The “Be Fearless Experience” follows Cybersmile’s most recent partnership activation on Stop Cyberbullying Day, which featured 3x World Champion blind swimmer Anastasia Pagonis. Previous initiatives with Urban Decay have also included live events and the launch of a powerful PSA starring “Tall Girl” actress Ava Michelle.

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit 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)