

## WE Day Vancouver – Talking Points

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- Official hashtag: #WEday
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- Instagram: [www.instagram.com/wemovement](http://www.instagram.com/wemovement)
- Media Centre: [https://we.org/weday/media\\_accreditation](https://we.org/weday/media_accreditation)

### What is happening at WE Day?

- On November 22, 2018 we celebrate an unstoppable force for good.
- 20,000 students from across British Columbia, and beyond, who have made a difference in their communities will come together at **Rogers Arena** for **WE Day** – the world’s largest youth empowerment event of its kind.
- The full-day event features renowned speakers, innovative thought leaders, remarkable youth who are making a positive impact and celebrity performers, with WE Co-founders, **Craig** and **Marc Kielburger**, co-hosts **Millie Davis**, **Tyrone Edwards**, **Liz Trinneer** and **Tai Young**, alongside **Keshia Chanté**, **Grace Dove**, **Peter Mansbridge**, **Drew Scott**, **Jacob Tremblay**, **Lights** and [more](#).
- Considered the hottest ticket in town, you can’t buy a ticket to WE Day. Every student attending has earned their way into this celebration of service by taking action on local and global issue of their choice from cyberbullying and food insecurity to the environment and access to clean water and education.
- Local youth speakers will take the stage to share words of inspiration about important topics that have impacted young people across Vancouver including LGBTs+2s rights, Indigenous issues, speaking out to end bullying, as well as defying obstacles and breaking down barriers in pursuit of your passions.
- WE Day Vancouver is free to thousands of students thanks to sponsors led by Co-Title Sponsors **RBC** and **TELUS**.
- This extraordinary community of change-makers are raising the bar and setting a new standard for what it means to create positive, lasting change on both the local and global levels.
  - In the 2017/2018 school year, over 1,050 schools and school groups across British Columbia improved the world through WE Schools, volunteering over 900,000 hours and raising more than \$1.8 million in support of over 660 global and local causes including bringing awareness to homelessness, food security, LGBTs+2s rights, access to education, access to clean water and the environment.
  - As an example, a group of incredibly engaged and committed students at Burnaby South Secondary in Burnaby, BC rallied the support of their entire school for clean water initiatives overseas. With the championing of multiple on-campus groups, they more than doubled their initial goal of \$5,000, raising over \$11,700, building two water wells for communities overseas through the WE Schools campaign WE Walk for Water.

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## WE Day globally

- The students attending WE Day Vancouver are part of a global movement of youth leading change.
- In the 2018/2019 school year there will be 19 WE Day events held across Canada, the U.S., the U.K. and the Caribbean, as well as WE Day Connect, an interactive, online event accessible to students across the globe.
- WE Day events are attended annually by more than **200,000 students** from over **10,000 schools**, thousands watching online and millions more watching through national TV broadcasts across North America
- More than a one-day event, WE Day is connected to a **free** service learning program called WE Schools, which provides unique curriculum, educational resources and action campaigns for students to participate in and take action on local and global issues.
- From cyberbullying and homelessness, to the lack of access to education and clean water overseas, youth participating in the WE Schools program have achieved remarkable results:
  - Over **\$119 million** raised for over 6,165 local and global organizations
  - Over **46.4 million** hours volunteered for local and global causes
  - Over **23.3 million pounds** of food collected

## About WE

- **WE's** mission is to make doing good, doable.
- **WE** is made up of **WE Charity**, empowering domestic and international change, **ME to WE**, a social enterprise that creates socially conscious products and experiences to help support the charity, and **WE Day**, filling stadiums around the world with the greatest celebration of social good.
- **WE** enables youth and families to better the world—supporting 7,200+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world.
- Globally, **WE** teams in Asia, Africa and Latin America have provided more than 1 million people with clean water, built 1,500 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education.
- WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger.
- For more information on how to get involved with the **WE** movement go online to **WE.org**.

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