

WE Day Family Vancouver – Talking Points

Stay connected on the latest news and updates on WE Day:

- Official hashtag: #WEday
- Facebook: www.facebook.com/WEmovement/
- Twitter: www.twitter.com/WEMovement
- Instagram: www.instagram.com/wemovement
- Media Centre: www.we.org/weday/media_accreditation

What is happening at WE Day Family Vancouver?

- On November 21, 2018 we celebrate an unstoppable force for good.
- Families from across the Vancouver area will come together for this unique opportunity to be inspired to make a difference in their communities and around the world at **Rogers Arena** for the first ever **WE Day Family Vancouver**.
- This special evening event features renowned speakers, innovative thought leaders, remarkable youth and families who are making a positive impact and celebrity performers, with WE Co-founders, **Craig** and **Marc Kielburger**, co-hosts **Jessi Cruickshank**, **Drew Scott** alongside **Lights**, **Sarah McLachlan**, **Peter Mansbridge**, **Jacob** and **Jason Tremblay**, **Margaret Trudeau** and [more](#).
- For tips and social actions that are easy to build into families' busy lives, as well as to sign up for the weekly WE Families newsletter, visit: WE.org/we-families.
- Families interested in attending WE Day Family Vancouver can attend this free event by registering at <https://www.we.org/wedayfamilytickets/> (tickets are limited).
- WE Day Family Vancouver is made possible by National Co-Title Sponsors **RBC** and **TELUS** and in partnership with **Parq Vancouver** and **Victory Square Technologies Inc.**
- **WE Day Family Vancouver** will occur on the evening before **WE Day Vancouver**, an event that will bring together 20,000 students from across British Columbia, and beyond, who have made a difference in their communities, for WE Day – the world's largest youth empowerment event of its kind.

WE Day globally

- WE Day brings together a global movement of youth and families 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**.