



WE Charity Announces Partnership with Government of Canada as Part of a National Program Celebrating Canada's 150th Anniversary

WE Are Canada campaign empowers Canadians of all ages to come together to create a stronger future for their country

TORONTO, ON (August 12, 2016) – Today on day 142 of the [Canada 150 countdown](#), and in celebration of International Youth Day, **WE Charity** announces its partnership with the Government of Canada's Canada 150 celebration. WE Charity, the charitable division of **WE** that brings people together and gives them the tools to change the world locally and globally, is marking the 150th anniversary of Confederation with celebrations of Canada's history, diversity, culture and future, through a multi-faceted national program called WE Are Canada. The campaign, which includes an educational curriculum in partnership with the Government of Canada's Canada 150, will bring Canadians together with the collective goal of inspiring them to take action, celebrate the country's history and continue to build a better and stronger Canada over the next 150 years.

As one of Canada 150's largest youth and educational partners, WE Charity, with financial support from the Government of Canada, is building a comprehensive educational curriculum to provide schools, community partners and families across the country with resources and activities to build a deeper understanding of Canada, learn about pressing national issues and discover how to make a difference for their future country.

Through, WE Schools, WE Charity's domestic empowerment and educational program, educational partners will receive a WE Are Canada Resource Kit, which will enable educators to effectively plan and mobilize a yearlong action plan to support learning, understanding and celebrations of the nation. The bilingual curriculum, created by educators from coast to coast, kicks off in classrooms in January, 2017, delivering Canada 150 directly into the country's classrooms. Through WE Schools campaigns, WE Are Canada will come to life in classrooms through four core themes: youth empowerment, the environment, diversity and inclusion, and reconciliation. WE Schools currently engages and empowers over 1.8 million youth and approximately 17,000 educators in 6,000 schools across Canada, all of which will have access to the WE Are Canada Resource Kit and online hub of program resources.

"The 150th anniversary of Confederation will be an ideal opportunity to mobilize young people and inspire them; after all, they are creating the Canada of tomorrow," said The Honourable Mélanie Joly, Minister of Canadian Heritage. "Thanks to the WE Charity Canada 150 project, thousands of students in more than 6000 Canadian schools will have educational experiences and have the privilege of developing and implementing local and national projects linked to the principal themes of the 2017 celebrations. Let's give our young people the tools they need to reach their full potential in their communities."

WE Are Canada will inspire large scale action and impact through a number of nationally-focused initiatives. Led by the WE Are Canada Pledge, which invites all Canadians to commit to making a difference across the country, the program will inspire, empower and call Canadians to action. WE Are Canada will engage more than 1 million young Canadians, and in turn youth across the country will be challenged to raise 1 million dollars for Canadian organizations and commit to 1 million hours of volunteer service. Youth will specifically be engaged around the core themes of youth empowerment, the environment, diversity and inclusion, and reconciliation.

"More than twenty years ago, I started an organization that has now become a global movement, inspiring and empowering change around the world," said Craig Kielburger, co-founder of WE Charity. "I grew up believing that anything is possible - the incredible culture and opportunity Canada offers is an inspirational springboard to Canadians of all ages. It is truly an honour for WE Charity to partner with the Government of Canada for Canada 150 and be a part of this milestone. We hope to inspire Canadians of all ages to pledge to make a difference and help shape their future country."

As part of WE Are Canada's ongoing celebration, WE Day, a series of stadium-sized life-changing events that take place around the world, will highlight and celebrate inspiring stories of youth from across the country on all Canadian stages throughout the 2016/2017 WE Day Canadian tour. Through the year, more than 140,000 youth



will experience stories brought to life on the WE Day stage and celebrate Canadian achievements alongside their peers.

Take the [WE Are Canada Pledge](#)
Learn more at [WE.org](#).

-30-

About WE Charity

WE Charity brings people together and empowers them to change the world with tools and resources that create sustainable impact. Through domestic programming like WE Schools and internationally through the sustainable development model of WE Villages, WE Charity empowers people to make a difference at home and globally. WE Charity is part of **WE**, a movement that brings people together and gives them the tools to change the world. A unique family of organizations, WE is made up of two divisions: WE Charity and ME to WE social enterprise, which empower people to make a difference at home and globally. The celebration of that change happens at WE Day – inspiring stadium-sized life-changing events that take place around the world. Join the WE movement today at [we.org](#).

For more information, please contact:

WE Charity

Alison Clarke
Director, Public Relations
1-416-706-3652
Alison.Clarke@we.org