

WE Day Seattle – Talking Points

What is WE Day?

- **WE Day** is a series of powerful, life-changing events that celebrate young people taking action on pressing social issues
- Annually, 19 stadium-sized WE Day events are held across the U.S., Canada, the U.K. and the Caribbean
- 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 the comprehensive yearlong, service learning program WE Schools which provides unique curriculum, educational resources and action campaigns for students
- Students cannot buy a ticket to a WE Day event; youth earn their way by the actions they take on one local and one global cause of their choice through the WE Schools program
 - Since 2007, youth involved in WE Schools have achieved remarkable results:
 - Over **\$105 million** raised for more than 15,607 local and global organizations
 - Over **36.4 million** hours volunteered for local and global causes
 - **12.3 million pounds** of food collected by youth
 - **9.1 million hours** silent to advocate for those who go unheard

About WE Day Seattle

- **WE Day** will be held in Seattle at KeyArena, on **May 3, 2018**, bringing together 16,000 students and educators from more than 600 schools who made a difference in their communities across Washington
- WE Day Seattle is free to thousands of students thanks to partners led by National Co-Title Sponsors **The Allstate Foundation** and **Microsoft**
- The full-day event features renowned speakers, innovative thought leaders and celebrity performers including **WE Day Seattle** Co-chairs **Ciara** and **Russell Wilson**, along with **Doug Baldwin** of the Seattle Seahawks, **Rachel Platten**, **Noah Cyrus**, **Ann Curry**, **Diane Guerrero**, **Jacob Tremblay**, **Esera Tualo**, **Lizzie Velasquez**, and [more](#)
- In the 2016/2017 school year, more than 700 schools and groups across Washington improved the world through WE Schools, volunteering over 656,900 hours and raising more than \$1.8 million in support of 610 global and local causes including bringing awareness to hunger, homelessness, bullying, and poverty
 - As an example, the students at Davenport Senior High School who are dedicated to creating an inclusive school environment for all. After experiencing firsthand the challenges of one of their visually-impaired peers, the students began working towards a \$1000 fundraising goal for physical education activities and other assistive technologies to provide better opportunities and experiences for their classmates. Today, they are well on their way to not only reaching their goal, but ensuring that school is an inclusive place for all students.

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What is WE?

WE is a family of organizations making 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 2,500+ 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 1,000 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. Visit WE.org for more information.

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