

## WE Day Toronto – Talking Points

### About 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, our 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. Join the movement today at [WE.org](http://WE.org).

### About WE Day

WE Day is the manifestation of WE, a celebration of people coming together and filling stadiums around the globe to experience the greatest classroom in the world for a full day, live event. You can't buy a ticket to WE Day—people earn their entry by taking action on one local and one global cause. WE Day unites world-renowned speakers and award-winning performers with thousands of young people and families to celebrate and inspire another year of incredible change.

- WE Day celebrates and inspires this generation's shift from *me* thinking to *we* acting, building a better world where everyone has the power to speak out and make choices that have a positive impact.
- Taking the philanthropic world by storm with 19 events in the Canada, the U.S. and the U.K., WE Day events are attended annually by 200,000 students from over 10,000 schools, thousands watching online and millions more watching through national TV broadcast in North America
- This series of stadium-sized events has seen some of the world's greatest speakers and performers—such as Malala Yousafzai, Sir Richard Branson, Selena Gomez, Earvin “Magic” Johnson, Russell Wilson, Demi Lovato, Kermit the Frog, Charlize Theron and Alicia Keys and Prime Minister Justin Trudeau—with international activists and co-founders of WE, Craig and Marc Kielburger, WE Day makes it cool to care.
- 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 to help students develop the leadership skills to succeed academically, in the workplace and as active citizens.
- Students can't buy a ticket to WE Day—they earn it through the WE Schools program, by taking action on one local and one global cause.
- 2017/2018 marks WE Day's 10<sup>th</sup> season of empowering events – the first-ever WE Day took place on October 7<sup>th</sup> 2007, at Ricoh Coliseum, in Toronto.
- WE and TELUS are proud to share the WE Day app—a platform for making a positive impact on the world, one action at a time. Students can explore, complete and share challenges created by like-minded individuals, each making a positive difference for both our local and global communities. With the WE Day app, all youth can earn ballots to win tickets to a WE Day event.

Made possible by



Broadcast partner



- Since 2007, youth involved in WE Schools have achieved remarkable results:
  - \$79 million raised for more than 6,500 local and global organizations
  - 27.6 million hours volunteered for local and global causes
  - 9.8 million pounds of food collected by youth for local food banks
- WE is one of the world's largest non-profit causes on Facebook with over 3.3 million likes and almost 1 million followers on Twitter
- This year WE Day celebrates the theme Generation WE. When we come together and show our strength in numbers, Generation WE has the power to change local landscapes, for good. Generation WE is also about tackling global issues beyond your local sphere, expanding our horizons to build worldwide cultural and social bridges.
- Learn about how you can get involved with the WE Movement at [WE.org](http://WE.org) and stay connected online:
  - #WEday
  - [Facebook](#) @WEMovement
  - [Twitter](#) @WEMovement
  - [Instagram](#) @WEMovement
  - Visit our [Media Centre](#)

### About WE Day Toronto

- WE Day Toronto is free to thousands of students across the country thanks to the generous support of our National Co-Title Sponsors, RBC and TELUS.
- WE Day Toronto takes place on September 28<sup>th</sup> 2017 at the Air Canada Centre with nearly 20,000 students and educators from more the 600 schools.
- WE Day Toronto is followed by WE Day Toronto Family in the evening. The special evening event provides a unique opportunity for friends, families and community partners to come together to watch inspirational speakers and world leaders share their stories of positive change, motivating families to make a difference in their communities and around the world.
- Last year, WE Day Toronto brought together renowned speakers, presenters and chart-topping musical artists such as Jason Derulo, Macklemore, Lilly Singh, Hedley, Winnie Harlow, Chris Hadfield, Penny Oleksiak, Jacob Tremblay, Paula Abdul and Gord Downie.
- In Ontario, Students have volunteered over 1.8 million hours for both local and global causes. Across Ontario, WE Schools and groups have collectively raised \$6.7 million dollars in support of 2,237 local and global organizations.