

## WE Day Toronto – Talking Points

### About WE Day

WE Day is an unparalleled event, a celebration of next-level doing good. It's where youth from all over the country prove that when they harness their belief, their passion and their energy they are an unstoppable force for good. It's an extraordinary community of difference-makers that are raising the bar and setting a new standard for what it means to make a difference locally and globally.

- Annually, 19 stadium-sized WE Day events are 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 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 **\$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 pounds** of food collected
- **WE** is a family of organizations making doing good, doable
  - **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
  - **WE Day** – filling stadiums around the world with the greatest celebration of social good
  - **WE Schools** – a yearlong educational program with free service-learning plans, curriculum, activities, campaigns and more
- 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. Join the movement today at [WE.org](http://WE.org)

## About WE Day Toronto

- **WE Day** will be held in Toronto at Scotiabank Arena, on **September 20, 2018**, bringing together 20,000 students and educators from more than 1,200 schools who made a difference in their communities across Ontario. Later that evening, families from across the province will come together for the third annual **WE Day Family Toronto**
- WE Day Toronto is free to thousands of students thanks to partners led by National Co-Title Sponsors **RBC** and **TELUS**
- The full-day event features renowned speakers, innovative thought leaders and celebrity performers including co-hosts **Miss Piggy** and **Nick Robinson** alongside, **Kareem Abdul-Jabbar**, **Celebrity Marauders**, **Michael "Pinball" Clemons**, **Ann Curry**, **Olivia Holt**, March for our Lives co-founders **Jaclyn Corin** and **Adam Alhanti**, **Millie Davis**, **Adam Devine**, **Olivia Holt**, **Jack & Jack**, **Craig** and **Marc Kielburger**, **LaurDIY**, **The Muppets**, **Penny Oleksiak**, **Johnny Orlando**, **Mason Ramsey**, **Jessie Reyez**, **Lilly Singh**, **Jacob Tremblay**, **Margaret Trudeau**, **Spencer West**, **Why Don't We** and more
- In the 2017/2018 school year, more than 3,200 schools and groups across Ontario improved the world through WE Schools, volunteering over 1.8 million hours and raising more than \$4.8 million in support of over 1,900 global and local causes including bringing awareness to homelessness, food security, LGTBs+2s rights, access to education, access to clean water and the environment
  - As an example, students at Tall Pines School in Brampton have been hard at work on their \$10,000 fundraising initiative in support of Education in India. They came up with many creative ideas throughout the year including theme days, bake sales, pancake breakfasts and even hosted their own WE Day for their peers. Through their hard work, they exceeded their initial goal and are well on their way to planning their next collaborative project

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