

WE Day Washington – Talking Points

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- Official hashtag: #WEday
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- Media Centre: https://we.org/weday/media_accreditation

What is happening at WE Day?

- On April 18, 2019, we celebrate an unstoppable force for good.
- 16,000 students from over 525 schools across Washington and beyond, who have made a difference in their communities will come together at **Tacoma Dome** for **WE Day** – the world's largest youth empowerment event of its kind.
- The full-day event features renowned speakers, innovative thought leaders, remarkable youth who are making a positive impact and celebrity performers, including **Kareem Abdul-Jabbar**, **Ciara**, **Gaten Matarazzo**, **Ariel Winter**, with co-hosts **Skai Jackson** and **Bailee Madison**, alongside WE Co-founders, **Craig** and **Marc Kielburger**, and [more](#).
- Considered the hottest show in town, you can't buy a ticket to WE Day. Every student attending has earned their way into this celebration of service by taking action on local and global issue of their choice from homelessness and food security to the environment and access to clean water and education.
- Local youth speakers will take the stage to share words of inspiration about important topics that have impacted young people across Washington including homelessness and poverty, food security and LGBTQ+ rights.
- WE Day Washington is free to thousands of students thanks to sponsors led by National Co-Title Sponsor [The Allstate Foundation](#) and [Microsoft](#).
- This extraordinary community of change-makers are raising the bar and setting a new standard for what it means to create positive, lasting change on both the local and global levels.
 - In the 2017/2018 school year, over 750 schools and school groups across Washington improved the world through WE Schools, volunteering over 645,000 hours and raising more than \$770,000 in support of over 520 global and local causes including bringing awareness to homelessness, food security, LGBTQ+2S rights, access to education, access to clean water and the environment.
 - As an example of their hard work, the students at Browns Point Elementary in collaboration with the students at Northeast Tacoma Elementary have raised funds supporting the education pillar in Kenya as part of WE's international development model, WE Villages. The students have raised an impressive \$20,500 through several initiatives at their school including a spare change drive. The group exceeded their goal of fundraising to build one classroom and reached the goal of building two classrooms for communities in Kenya.

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WE Day globally

- Students attending WE Day Washington are part of a global movement of youth leading change.
- 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.
- In the 2018/2019 school year there will be 19 WE Day events held across North America, the U.K. and the Caribbean, as well as WE Day Connect, an interactive, online event accessible to students across the globe.
- WE Day inspiration continues beyond the day through [WE Day Connect](#), a free 90-minute interactive online event powered by [Microsoft](#) and [The Allstate Foundation](#). Transcending geographical barriers, WE Day Connect unites tens of thousands of students and educators from across the globe to celebrate and learn from one another's service actions. WE Day Connect takes place on **Thursday, May 16, 2019 at 1 p.m. ET/ 10 a.m. PT**. Visit WE.org/wedayconnect to learn more.
- 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**.

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