

## Ann Curry, Grace VanderWaal, Jessie Reyez, JoJo Siwa and more Join WE Day Minnesota to Celebrate Youth Taking Action on Local and Global Social Issues

- Click [here](#) to apply for media accreditation to attend WE Day -
- Bios, photos and information for WE Day Minnesota available on the [Electronic Press Kit](#) -
  - Follow #WEday on [Facebook](#), [Twitter](#) and [Instagram](#) -
- WE Day Minnesota streams live at 9:30 a.m. CT on November 8 on [WE.org/watchweday](#) -
  - WE Day is free to thousands of students thanks to partners led by National Co-Title Sponsor [The Allstate Foundation](#) -

**St. Paul, MN (Oct. 19, 2017)** – [WE Day](#), an international series of stadium-sized, life-changing events, announces the initial list of speakers and performers attending **WE Day Minnesota** on **November 8, 2017**, at the **Xcel Energy Center**. Alongside partners, led by Co-Title Sponsor [The Allstate Foundation](#), WE Day Minnesota will host 18,000 youth and educators, and thousands more from all around the world watching live online on [WE.org/watchweday](#). With celebrity speakers, renowned performers, and global thought leaders, WE Day Minnesota will celebrate the power of young people coming together to change the world.

Taking the stage is a cast of new faces and returning WE Day favorites, including **Lonnie Chavis, Ann Curry, Lizzy Greene, Kenyan Boys Choir, Jessie Reyez, Dr. Jacqueline Sanderlin, Alyson Stoner, Margaret Trudeau, Grace VanderWaal, Spencer West** and more to be announced. Alongside co-host **JoJo Siwa**, this star-studded lineup will join international activists and WE co-founders, **Craig and Marc Kielburger**. Together they will share their passion for change and energize the crowd with unforgettable performances and motivational speeches to define a more united world, and what people of all ages can do to make this dream a reality.

“WE Day is a community of young people who aren’t afraid to dream big and support each other as they work together to make the world a kinder and more loving place,” said Singer, songwriter and 2016 winner of America’s Got Talent, **Grace VanderWaal**. “I’m excited to join 18,000 of my peers at WE Day Minnesota—we may be young, but we’re a force for good and will keep making a difference.”

This year WE Day is celebrating Generation WE—a generation of young people coming together to show their strength in numbers; Generation WE has the power to change local landscapes for good. Generation WE is also about tackling global issues beyond one’s local sphere by expanding horizons to build worldwide cultural and social bridges.

More than a one-day event, WE Day is connected to the free, yearlong educational program [WE Schools](#). Providing schools and community groups with curriculum, educational resources and action campaigns, the program is designed to enhance a school’s existing social initiatives or spark new ones. WE Schools encourages students to further their curricular learning and develop life skills for success beyond the classroom. In the 2016/2017 school year, schools and groups across Minnesota helped strengthen their communities through WE Schools, volunteering more than 635,000 hours and raising nearly \$1.7 million in support of more than 545 local and global causes including hunger, poverty, the environment and bullying.

“WE Day celebrates a generation of empowered youth, who have come together in the hope that the world can be better a place,” said **Craig Kielburger**, co-founder of WE. “You couldn’t imagine a more incredible energy as the stadium fills with the country’s next generation of change-makers, committed to making a lasting difference across the globe. This year alone, we saw more than 645 schools and youth groups from across Minnesota rise to the challenge of creating sustainable change, proving that together, we can make doing good, doable.”

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WE Day is supported in Minnesota by Co-Chairs Dean Phillips & Hutton Phillips of The Jay and Rose Phillips Family Foundation. Nationally, WE Day is supported by Co-Chairs Tom Wilson, Chairman and CEO, Allstate; Jane Francisco, Editorial Director of Hearst Lifestyle Group and Editor in Chief of Good Housekeeping; Brett Tollman, CEO, The Travel Corporation; and Mike Dobbins, Head, Strategy and Corporate Development, RBC.

WE Day—the world’s largest youth empowerment event—is free of charge to students and educators across The United States, thanks to the generous support of partners led by Co-Title Sponsor The Allstate Foundation. The Allstate Foundation believes good starts young, and is committed to empowering America’s youth with the strength, confidence and leadership skills to step up as leaders and achieve success in their lives. Students can’t buy a ticket to WE Day—youth from across the country earn their way by the actions they take on one local and one global cause of their choice.

The initial list of **WE Day Minnesota** hosts, speakers and performers, announced to date includes:

**Co-Host:** JoJo Siwa

**Speakers:** Lonnie Chavis, Ann Curry, Lizzy Greene, Craig and Marc Kielburger, Dr. Jacqueline Sanderlin, Alyson Stoner, Margaret Trudeau, Spencer West

**Performers:** Celebrity Marauders, Kenyan Boys Choir, Jessie Reyez, Grace VanderWaal

#### About WE

WE Day is part of WE, 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’s 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).

#### Stay connected on the latest news and updates on WE Day:

#WEday | @WEmovement | [Facebook](#) | [Twitter](#) | [Instagram](#) | [Media Center](#)

#### About The Allstate Foundation

<https://allstatefoundation.org/goodstartsyoung.html>

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