



WE Day

A powerful, life-changing experience.



WE DAY – CELEBRATING EVERYDAY CHANGE-MAKERS

WE Day is the manifestation of the WE Movement, 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. WE Day unites world-renowned speakers and award-winning performers such as Malala Yousafzai, Selena Gomez, Magic Johnson, and Demi Lovato to Kermit the Frog, Joe Jonas and Charlize Theron—with international activists and co-founders of the WE Movement, Craig and Marc Kielburger.

You can't buy a ticket to WE Day, you earn your way by taking one local and one global action. The WE Schools program helps students do this through educational resources and service campaigns, allowing students to further their curricular learning and develop the life skills for success. Young people are challenged to research and make an impact on at least one local and one global issue that sparks their passion.

WE Day is open to all causes and organizations. Throughout all platforms including WE Schools, people are invited to choose the causes at home and around the world that matter to them. WE Day cheers for 1,000+ causes and the everyday heroes that support them.

WE DAY IS PART OF THE WE MOVEMENT

WE is a movement that brings people together and gives them the tools to change the world. The unique family of organizations empowers people at home, around the world and with our social enterprise.

WE Charity empowers change with resources that create sustainable impact. We do this through domestic programs like WE Schools and internationally through WE Villages.

ME to WE – a social enterprise, creates socially conscious products and experiences that allow people to do good through their everyday choices. Half of all ME to WE profits are donated to support WE Charity, while the other half is reinvested to grow the mission of the social enterprise.



OUR IMPACTS

This year alone over 200,000 young people will come together in 14 stadiums across Canada, the U.S. and the UK. Plus, millions will tune in to our live televised broadcast.

STATS

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
- ▶ 8.9 million hours of silence logged by youth who took a stand for children in developing communities who are denied their rights

WE Day inspires, engages and empowers youth to lead through service, building compassionate communities and transforming participants into active world-changers in the process. Independent third-party research by US-based social impact consulting firm Mission Measurement has proven that WE Day and the accompanying yearlong WE Schools program generate powerful behavioral impacts. To name a few:

- ▶ 95% of educators said WE Day allowed students to see themselves as a part of their larger community
- ▶ 90% of educators said students have demonstrated increased leadership
- ▶ 83% of educators say that WE Schools has helped create a welcoming and respectful environment in their school or community

Now in eight locations across Canada, five locations in the U.S. and one in the UK, WE Day stops this season include:

FALL 2016

WE Day Minnesota September 20, Xcel Energy Centre
WE Day Toronto October 19, Air Canada Centre
WE Day Family October 19, Air Canada Centre
WE Day Alberta October 26, Scotiabank Saddledome
WE Day Vancouver November 3, Rogers Arena
WE Day Ottawa November 9, Canadian Tire Centre
WE Day Manitoba November 18, MTS Centre
WE Day Atlantic Canada November 30, Scotiabank Centre

SPRING 2017

WE Day Montreal (FR) February 23, Théâtre St-Denis
WE Day Montreal (EN) February 24, Théâtre St-Denis
WE Day Illinois March 1, Allstate Arena,
WE Day Saskatchewan March 15, SaskTel Centre
WE Day UK March 22, The SSE Arena
WE Day NY Welcome April 6, Radio City Music Hall
WE Day Seattle April 21, Key Arena
WE Day California April 27, The Forum, Inglewood

