



WE Day

A powerful, life-changing experience.

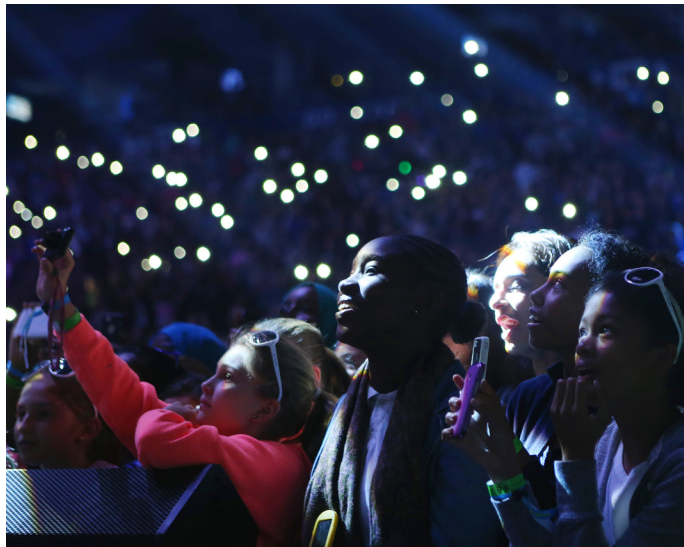


WE Day - celebrating everyday change-makers

WE Day is the manifestation of the WE movement, an ocean of people coming together to create impact. Standing in a stadium full of change-makers will reaffirm your belief that a better world is possible. WE Day unites world-renowned speakers and award-winning performers, such as Malala Yousafzai, Selena Gomez, DJ Khaled, and Demi Lovato to Miss Piggy, Tyrese Gibson and Kate Winslet—with international activists and co-founders of WE, 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. Students will further their curricular learning and develop the life skills for success.

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 is a social enterprise, which 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.



To request more information contact PR@we.org



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Our impacts

This year alone over 200,000 young people will come together in 15 stadiums across Canada, the United States 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:

- ▶ Over \$105 million raised for more than 15,600 local and global organizations
- ▶ Over 36.4 million hours volunteered for local and global causes
- ▶ 12.9 million pounds of food collected by youth
- ▶ 9.1 million hours silent to advocate for those who go unheard

WE Day inspires, engages and empowers youth to lead through service, building compassionate communities and transforming participants into active world-changers in the process. According to the WE Schools 2016-2017 Year in Review report, WE Day and the accompanying WE Schools program generates powerful behavioral impacts. To name a few:

- ▶ 90% of educators said students have demonstrated increased leadership among their peers (e.g. organized projects or events and encouraged their peers to get involved)
- ▶ 87% of educators said students demonstrate more consideration of local and global issues in their everyday life choices
- ▶ 83% of educators feel they are better equipped to teach about social justice issues through active citizen-based learning

Now in fourteen locations across North America and one in the UK, WE Day stops this season include:

Fall 2017

WE Day UN – September 20, The Theater at Madison Square Garden
WE Day Toronto – September 28, Air Canada Centre
WE Day Family I Toronto – September 28, Air Canada Centre
WE Day Vancouver – October 18, Rogers Arena
WE Day Manitoba – October 25, MTS Centre
WE Day Alberta – November 1, Scotiabank Saddledome
WE Day Minnesota – November 8, Xcel Energy Center
WE Day Ottawa – November 15, Canadian Tire Centre
WE Day Atlantic Canada – November 30, Scotiabank Centre

Spring 2018

WE Day Montreal – February 21, Theatre St-Denis
Journée UNIS Montréal – 22 février, Théâtre St-Denis
WE Day UK – 7 March, SSE Arena
WE Day Texas – March 20, Curtis Culwell Center
WE Day Community: Baltimore – April 11, Hippodrome Theater
WE Day Community: Kentucky – April 17, Kentucky Center for the Arts
WE Day California – April 19, The Forum
WE Day Illinois – April 25, Allstate Arena
WE Day Seattle – May 3, KeyArena

