

WE Day Ottawa – Talking Points

About WE

WE is 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.

About WE Day

WE Day is the manifestation of WE, 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. You can't buy a ticket to WE Day—people earn their entry by taking action on one local and one global cause. WE Day unites world-renowned speakers and award-winning performers with thousands of young people and families to celebrate and inspire another year of incredible change.

- WE Day celebrates and inspires this generation's shift from *me* thinking to *we* acting, building a better world where everyone has the power to speak out and make choices that have a positive impact.
- Taking the philanthropic world by storm with 19 events in the Canada, the U.S. and the U.K., WE Day events are attended annually by more than 230,000 students from over 10,000 schools, thousands watching online and millions more watching through national TV broadcast in North America.
- This series of stadium-sized events has seen some of the world's greatest speakers and performers—such as Malala Yousafzai, Sir Richard Branson, Selena Gomez, Earvin "Magic" Johnson, Russell Wilson, Demi Lovato, Kermit the Frog, Charlize Theron, Alicia Keys and Prime Minister Justin Trudeau—with international activists and co-founders of WE, Craig and Marc Kielburger, WE Day makes it cool to care.
- 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 to help students develop the leadership skills to succeed academically, in the workplace and as active citizens.
- Students can't buy a ticket to WE Day—they earn their way through the WE Schools program, by taking action on one local and one global cause.
- 2017/2018 marks WE Day's 10th season of empowering events—the first-ever WE Day took place on October 7th 2007, at Ricoh Coliseum, in Toronto.

- 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 for local food banks
- WE is one of the world's largest non-profit causes on social media with following of over 4.6 million on Facebook and Twitter combined
- This year WE Day celebrates the theme *Generation WE*. When people come together and show their collective strength in numbers, Generation WE has the power to change local landscapes for good. Generation WE is also about tackling global issues beyond the local sphere and expanding horizons to build worldwide cultural and social bridges.
- WE and TELUS are proud to share the WE Day app—a platform for making a positive impact on the world, one action at a time. Students can explore, complete and share challenges created by like-minded individuals, each making a positive difference for both our local and global communities. With the WE Day app, all youth can earn ballots to win tickets to a WE Day event
- Learn about how you can get involved with the WE Movement at WE.org and stay connected online:
 - #WEday
 - [Facebook](https://www.facebook.com/WEMovement) @WEMovement
 - [Twitter](https://twitter.com/WEMovement) @WEMovement
 - [Instagram](https://www.instagram.com/WEMovement) @WEMovement
 - Visit the [Media Centre](#)

About WE Day Ottawa

- WE Day Ottawa is free to thousands of students across the country thanks to the generous support of National Co-Title Sponsors RBC and TELUS.
- WE Day Ottawa takes place on **November 15, 2017**, at the **Canadian Tire Centre**, with over 16,000 students and educators in attendance from more than 500 schools.
- WE Day Ottawa brings together renowned speakers, presenters and chart-topping musical artists such as former Secretary-General of the United Nations, **Ban Ki-Moon** along with **Rick Hansen, Alexandre Trudeau, Olivia Holt, Jessie Reyez, Brett Kissel, Spencer West, the Celebrity Marauders, the Kenyan Boys Choir** and more
- In the 2016/2017 school year, schools and groups across Ontario improved their communities through WE Schools, volunteering more than 1,816,600 hours and raising nearly \$6,376,700 in support of more than 2,230 local and global causes as a part of the WE Schools program.
- Students attending WE Day Ottawa have supported a range of initiatives including the Terry Fox Foundation, the Salvation Army, Teck - Zinc Saves Lives and the Red Cross.
- Example of a local school taking action:
 - The students at Summerside Public School in Orléans, ON participated in various WE Schools campaigns, including **WE are silent** and **WE scare hunger**. Last November, the school partnered with a local television station to spread the word about their food drive for the Ottawa Food Bank, resulting in over \$1,200

worth of food donations. The students also raised donations towards Health in Haiti through the **We are rafikis** campaign. This will be Summerside Public School's very first WE Day Ottawa and the students are more motivated than ever to continue their fundraising efforts for the next year.