



WE Day Broadcast 2016 Talking Points

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About the WE Day Broadcast

- WE Day is a commercial-free national broadcast airing on August 28, 2016 at 7 p.m. ET/6 p.m. CT on ABC
- WE Day celebrates the transformative power of individuals acting together, inspiring action through the stories of every day Americans making extraordinary impact in their homes, schools and country
- The second annual WE Day broadcast highlights inspiring stories of young change-makers across America coupled with celebrities lending their voice to support the movement – celebrating a generation committed to WE thinking and WE acting
- Bringing families together for an evening of empowering conversations about important and timely social issues – from equality to environmental issues, homelessness to inner city violence – WE Day will spark ideas and inspire action
- WE Day is made possible by Title Sponsor [Allstate](#) and presenting sponsors [Unilever](#), [Walgreens](#) and [Microsoft](#)
- WE Day features a star-studded lineup of inspiring young Americans, chart-topping performers and iconic celebrities including:
 - Charlize Theron
 - Demi Lovato
 - Seth Rogen & Lauren Miller Rogen
 - Selena Gomez
 - Big Sean
 - Rowan Blanchard
 - Ciara
 - Jacob Tremblay
 - Zooey Deschanel
 - Tyrese Gibson
 - Joe Jonas
 - David Foster
 - Paula Abdul
 - Amandla Stenberg
 - Rico Rodriguez
 - Raini Rodriguez
 - Kermit the Frog and members of The Muppets
 - Craig and Marc Kielburger
- Learn more at [www.we.org](#)



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About the WE Day Movement

- WE Day is an inspirational event like no other, bringing together like-minded individuals and providing a platform for youth to learn about some of today's most pressing issues
- 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
- You can't buy a ticket to WE Day events—students from across the country earn their way by the actions they take on one local and one global cause of their choice
- More than a one-day event, WE Day is connected to the yearlong [WE Schools](#) program, which provides hands-on, student-led campaigns designed to enhance a school's existing social initiatives or to spark new ones
- WE Schools helps young people turn the day's inspiration into sustained action. By taking action on one local and one global cause, students are equipped with the tools to succeed academically, in the working world and as active citizens



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