

About WE Day Canada

- WE Day, the world's largest youth empowerment event, will take over Parliament Hill on July 2, 2017 from 4 p.m. to 9 p.m. for WE Day Canada—the first-ever outdoor festival WE Day event of its kind
- WE Day Canada will inspire young people and their families across the country to unite, step up and build a stronger and more caring and compassionate future Canada over the next 150 years. The live event will feature rousing stories and epic performances from notable Canadian artists and inspiring speeches by distinguished Canadians, alongside some of the country's most remarkable young future leader
- WE Day Canada will close out Ottawa's Canada Day long weekend celebrations, inspiring young people and their families across the country to unite, step up and build a stronger and more caring and compassionate future Canada
- The full lineup of speakers and performers can be found on WE.ca, including Barenaked Ladies, Roméo Dallaire, Chris Hadfield, Hedley, Tom Jackson, Maripier Morin, Alex Nevsky, Kardinal Offishall, Alanis Morissette, Penny Oleksiak, Lilly Singh, Jacob Tremblay, Margaret Trudeau, and more
- Join the WE Day Canada event page on [Facebook](#) for exclusive offers, sneak peeks and updates
- Canadians from across the country can take part in WE Day Canada by watching the event roll out live on [WE's Facebook page](#)
- WE Day Canada will also be taped for a special broadcast premiering Saturday July 8, 2017 at 7 p.m. EST and Friday July 14 at 9 p.m. EST on MUCH
- WE Day Canada is part of [WE are Canada](#), WE's national campaign marking Canada 150 that is bringing millions of Canadians together with the collective goal of inspiring them to take action towards building a more caring and compassionate future nation
- In partnership with the Government of Canada's Canada 150 celebration, WE are Canada engages people coast to coast, challenging Canadians of all ages to raise \$1 million for Canadian organizations and commit to 1 million hours of local volunteer service
- WE Day Canada is part of the Government of Canada's weekend long celebrations in Canada's capital region and made possible thanks to the support Co-Chairs Frank Giustra and Jeffrey Latimer, and Honourary Co-Chair National Chief Perry Bellegarde
- As part of the nation's capital's celebration, WE Day Canada will live beyond the stage with limited-time WE pop-ups around the city,
 - Officially opening in late June 2017, the new WE Store at Cadillac Fairview Rideau Centre will act as a local hub for WE Day Canada, offering visitors interactive activities including a DIY Rafiki Bar and a WE Selfie Zone where selfie-snappers can share their wishes for the future of Canada through collaborative video screens
 - Throughout the Canada Day long weekend, the public can visit WE Day Canada kiosks at Major's Hill Park and on the lawn of the Canadian Museum of History, open to the public all weekend long. The interactive kiosks will offer visitors tools and resources to learn more about how to take action toward building a stronger Canada and purchase limited-edition *WE are Canada* merchandise, where every purchase makes a local impact in the lives of young people across the country

- Canadians of all ages can show their commitment to building a more caring and compassionate Canada by taking the WE are Canada Pledge at WE.ca
- Stay connected and learn more:
WE.ca | [@WEMovement](https://twitter.com/WEMovement) | [#WEDayCanada](https://twitter.com/WEDayCanada)

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 17 events in Canada, the U.S. and U.K., WE Day events are attended annually by 200,000 students from over 10,000 schools
- This series of stadium-sized events makes it cool to care, featuring some of the world's greatest speakers and performers—such as Malala Yousafzai, Selena Gomez, Earvin “Magic” Johnson, Russell Wilson and Demi Lovato to Kermit the Frog, Charlize Theron and Seth Rogen—with international activists and co-founders of WE, Craig and Marc Kielburger
- More than a one-day event, WE Day is connected to the comprehensive yearlong, service learning WE Schools program 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
- 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 Facebook with over 3.3 million likes and almost 1 million followers on Twitter
- In a 2015 study, current and former WE Schools participants were 2.5 times more likely to have a long term commitment to a social cause, 2.3 times more likely to use their professional skills to solve social problems and 1.2 times more likely to report that they had voted in the prior election than their non-participant peers
- Learn about how you can get involved with WE at WE.org and stay connected online:
 - [#WEDay](https://twitter.com/WEDay)
 - [Facebook](https://www.facebook.com/WEMovement) @WEMovement
 - [Twitter](https://twitter.com/WEMovement) @WEMovement
 - [Instagram](https://www.instagram.com/WEMovement) @WEMovement
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