



We Day Montreal 2012: Event Logistics Guide

Important Information – Please Review Carefully

In this guide you will find the following information:

- Event information and checklists
- Event start and end time
- Wristband information
- Transportation information
- Collections
- Media notice form

The We Schools in Action resource guide is available [here](#) with additional information to help you and your students prepare for the event and begin your year-long program. **Please direct all questions and concerns to weschoolsqc@freethechildren.com.**

Event Date:

February 29th, 2012

Event Location:

Théâtre St-Denis
Montréal, QC
1594 St-Denis Street

Event Time:

Doors open: 8:00am

Show start: 9:00am

Doors close: 9:30am

Show ends: 2:00pm

Important Notes

- **Doors open at 8:00am.** Expect line-ups upon arrival.
- Seating is general admission. **This means seats are first-come-first-serve.** We advise that, if possible, schools **arrive early** for the best seats.
- We are aware of the bussing needs for many schools and have taken this into account when planning the length of the show. **The show will end at approximately 2:00pm.** We Day is a live, filmed event and, in order to minimize the disruptions to this filming and to the We Day experience for all others in the theatre, we ask that everyone stay in their seats for the duration of the event.

Event Information and Checklists:

See below for some tips that will help everyone prepare for We Day and have an amazing experience. Please use these checklists as a guide to ensure all preparations have been made. We recommend that you print this list.

Student Checklist

- ✓ Check out We Day on Facebook for exclusive content and to “Like” We Day to help raise funds for Free The Children (1 Like = \$1).
- ✓ Eat breakfast!



- ✓ Bring your mobile phone to participate in contests, text messages at the event, take photos and to “like” us on Facebook.
- ✓ **Bagged lunch as there are no concession stands in the venue.**
- ✓ Bring your old and used **alkaline batteries** for our zinc battery collection to help youth overseas with zinc deficiencies (see pg. 4 for details).
- ✓ Don’t forget your camera!
- ✓ **Create We Day signs as a group that say “We Day”, “Free The Children” or “I am a We School”.**
- ✓ Bring cash (debit and credit card are not ideal) for **Me to We purchases** of socially responsible products that support Free The Children’s development projects overseas. Me to We products range from \$10-\$25 so please bring **exact change** if possible.
- ✓ Wear a Me to We Style T-shirt or make your own T-shirt and be colourful!

Educator Checklist

- ✓ Read the **We Schools in Action Program Guide** and share program details with your students. You can access the guide online by clicking [here](#).
- ✓ Keep wristbands in a safe place.
- ✓ Check that you have met all your school’s field trip requirements.
- ✓ Ensure that **notice forms** provided in this document are downloaded, printed and sent to all parents/guardians surrounding media coverage at the event.
- ✓ Once you arrive at the venue, designate a meeting point for you and your students to gather at after the event.
- ✓ **Remind those who wish to support children in East Africa, to bring \$10 to feed one child affected by the drought (bringing funds to We Day is not required).**

The Educator Resource Booth:

The Educator Resource Booth is an inviting space for educators at this year’s We Day. Come visit us to enjoy free resources and learn about **various ways to get involved with Free The Children and Me to We**. The Educator Resource will be open throughout the entire show.

Giving back at We Day:

We Day inspires young people to follow their passion and take action both locally and globally. Each year, we have collections at We Day to support different social causes impacting our communities at home and abroad. In 2011, we collected canned food for local food banks. This year, with your help, We Day is supporting two important social causes: Drought relief in East Africa and Zinc deficiency.

(1) Drought Relief in East Africa

As you know, East Africa has been suffering from its worst drought in 60 years. Tens of thousands of children have already passed away. Schools and students have already been so generous in their response to this situation. We, like other organizations working directly on the ground, are very grateful for the leadership of so many schools who have already participated in drought relief.



Due to the unprecedented nature of this crisis combined with the purpose and nature of We Day itself, we are encouraging students to each bring \$10 to We Day towards a donation for drought relief. Why \$10? This amount enables a child in need to be fed for a month. If all students were able to make this contribution, over 2,000 children in East Africa would be afforded a new lease on life. This would be an incredible legacy from a day filled with passion and inspiration.

Over the last four years of We Days across the country, we have never made an appeal for funds for any purpose as part of We Day itself. Today, we only proceed down this path because of the sheer magnitude of the humanitarian crisis the world is facing. If your students and schools want to participate, we welcome this opportunity. Alternatively, your students can also be involved in raising awareness on this important issue. Together, we have a unique opportunity, as part of We Day, to make a real difference in the lives of those who are facing incredible need.

Visit www.freethechildren.com/donate/Kenya for educator resources, a fundraising kit, and to learn more about what Free The Children is doing. Thank you for helping our friends in East Africa! **Please note:** We would like to stress this is suggested, yet optional. Schools are **NOT** required to bring a donation to We Day.

(2) Fighting Zinc Deficiency - Battery collection

As part of the annual drive to give back at We Day, this year we have teamed up with Teck's Zinc and Health initiative to collect old, used batteries. Taking place at We Day only, you can bring your used batteries, keeping them out of landfills and allowing the precious zinc inside to be recovered and reused. Did you know that one third of the global population is zinc-deficient and an estimated 800,000 people die per year from related and treatable causes such as diarrhea? 450,000 alone are children in the developing world under the age of five. The zinc from recycled batteries collected at We Day will be turned into sachets of zinc sprinkles by Zinc and Health, and delivered as a life-saving treatment around the world. **Just one AA battery has enough zinc in it to save the lives of six children.**

What batteries can zinc be recovered from? The answer is only AAAs, AAs, Ds, 9Vs or any combination of the above. Venue entrances at We Day will contain bins for battery collection. We ask schools and students to do a school wide battery collection prior to We Day and click [here](#) for more information on the Zinc in Health initiative! Please note that this website is available only in English.

Participating in the show!

In order to get the most out of We Day and ensure that your students are completely part of the experience, there are a couple of things you can do in advance to get students excited and ready to participate!

Have your group learn the We Day dance in your classroom, gym or even at home before you get there! **You can learn the We Day dance online [here](#).** Throughout the show, the We Day



dance song will come on and everyone will be dancing, so make sure your group is ready to participate!

Making signs is a great way of getting your group involved at the event. You can make signs for specific speakers at the event or signs displaying what your school is doing in your community. Here are some suggestions for signs your school can make and bring to the event:

“We HEART Montreal”
“Community”
“Hope”
“Thank you”
“Peace”

“We can reach the top!”
“Nothing is impossible”
“Anything is possible”
“Redefine your possible”
“We can overcome obstacles”

Receiving Your Wristbands:

All schools will be receiving wristbands for admittance prior to the event. Schools will be receiving their wristbands via the following delivery methods:

School or Board Mailing

Free The Children is working to provide school or board-wide mailing to ensure that you have your wristbands prior to your arrival at the event. If you have not received your wristbands by February 10th, please contact your Youth Programming Coordinator or e-mail weschoolsgc@freethechildren.com

Pick-up at We Day

If you do not receive your wristbands in the mail, you can pick up your school’s wristbands at We Day, on February 29th. Wristbands will be available for pick-up at the main entrance of the Théâtre St-Denis.

Food Service:

Lunch is a terrific time for educators to visit the Educator Resource Booth and for students to visit the booths. There will be Me to We products, fun and educational activities, as well as the chance to meet educators from across Quebec.

Important Information:

- **There are no concession stands on-site.** Ask your students to eat breakfast and to bring their bagged lunch before coming to school on We Day.
- **The lunch break will be 30 minutes long.** It is strongly recommended that everyone bring their own bagged lunches, preferably in a reusable container to reduce waste. There are no concession stands on-site.

Note: the Théâtre St-Denis is **not a nut-free venue. Please make sure to take the appropriate precautions with your students.*



Parking & Transportation:

We understand STM isn't accessible to everyone; however, it is highly recommended that all schools take public transportation if possible to avoid traffic congestion and parking delays at the event. Theatre St Denis is located close to Berri-Uqam Station, which houses both STM and Greyhound stops.

STM Directions:

- Get off at Berri-UQAM station
- Take the St-Denis exit
- Cross Boulevard de Maisonneuve East
- Continue north along St-Denis Street, until you reach the theatre on your left, at 1594 St-Denis Street (less than a block away from the subway).

Driving Directions:

From the East

- Take Hwy 40 West (Autoroute 40 Ouest)
- Take exit 73-QC-335 (toward Avenue Christophe Colomb/Rue Saint Hubert/Rue Saint Denis)
- Merge onto Boulevard Crémazie Est (1.3 km)
- Turn left at Rue Saint-Denis/QC-335 S and continue to follow Rue Saint-Denis
- Destination will be on the right (6.9 km) shortly after Ontario St. and just before Boulevard de Maisonneuve.

From the West

- Take the Trans Canada Highway/Autoroute 40 E exit on the left toward QC-335/Boulevard De l'acadie/Boulevard Street Laurent/Rue Street Denis/Québec
- Keep right at the fork, follow signs for QC-335/Boulevard De L'Acadie N/Boulevard Saint Laurent/Rue Saint Denis and merge onto Boulevard Crémazie Ouest & Keep left at the fork (1.1 km)
- Continue onto Boulevard Crémazie Est
- Turn right at Rue Saint-Denis/QC-335 S and continue to follow Rue St-Denis
- Destination will be on the right shortly after Ontario St. and just before Boulevard de Maisonneuve

From the South

- Head North (West) along Hwy 20 (Autoroute 20 nord / ouest)
- Take exit 90 for Autoroute 20 W/QC-132 W 1.0 km
- Merge onto Autoroute 20 W 5.9 km
- Take the exit toward Parc Marie Victorin and Turn left at Boulevard Taschereau
- Slight right toward QC-134 E - signs for QC-134 E/Pont Jacques Cartier Bridge/Montreal and Continue straight onto QC-134 E 3.3 km
- Turn left at Rue Ontario Est 1.5 km and finally Turn left at Rue Saint-Denis
- Destination will be on the right shortly after Ontario St. and just before Boulevard de Maisonneuve.



From the North

- Head South Hwy 15 (Autoroute 15 sud)
- Take the Trans Canada Highway/Autoroute 40 E exit on the left toward QC-335/Boulevard De l'Acadie/Boulevard Street Laurent/Rue Street Denis/Québec
- Keep right at the fork, follow signs for QC-335/Boulevard De L'Acadie N/Boulevard Saint Laurent/Rue Saint Denis and merge onto Boulevard Crémazie Ouest & Keep left at the fork (1.1 km) and Continue onto Boulevard Crémazie Est
- Turn right at Rue Saint-Denis/QC-335 S and Continue to follow Rue Saint-Denis
- Destination will be on the right shortly after Ontario St. and just before Boulevard de Maisonneuve.

From Pierre-Elliott Trudeau Airport

- From Pierre-Elliott Trudeau Airport take the ramp onto Autoroute 520 W (Ouest)
- At the roundabout, take the 3rd exit onto Boulevard Bouchard
- Take the ramp on the left onto Autoroute 20 E (11.0 km)
- Continue onto Autoroute 720 E (6.7 km)
- Take exit 6 toward Boulevard Saint Laurent/Rue Berri
- Keep left at the fork to continue toward Avenue Viger Est
- Turn left at Avenue Viger Est
- Turn right at Boulevard Saint-Laurent
- Turn right at Rue Ontario Est
- Turn right at Rue Saint-Denis and Destination will be on the right (Théâtre Saint-Denis, 1594, rue Saint-Denis Montréal, QC H2X 3K2) shortly after Ontario St. and just before Boulevard de Maisonneuve.

Vehicle Parking:

Théâtre St Denis has no designated parking areas. Private lots and street parking surrounding Theatre St Denis will not be reserved for this event. It is highly recommended that if possible, all schools take public transportation to the event to avoid traffic congestion and parking delays.

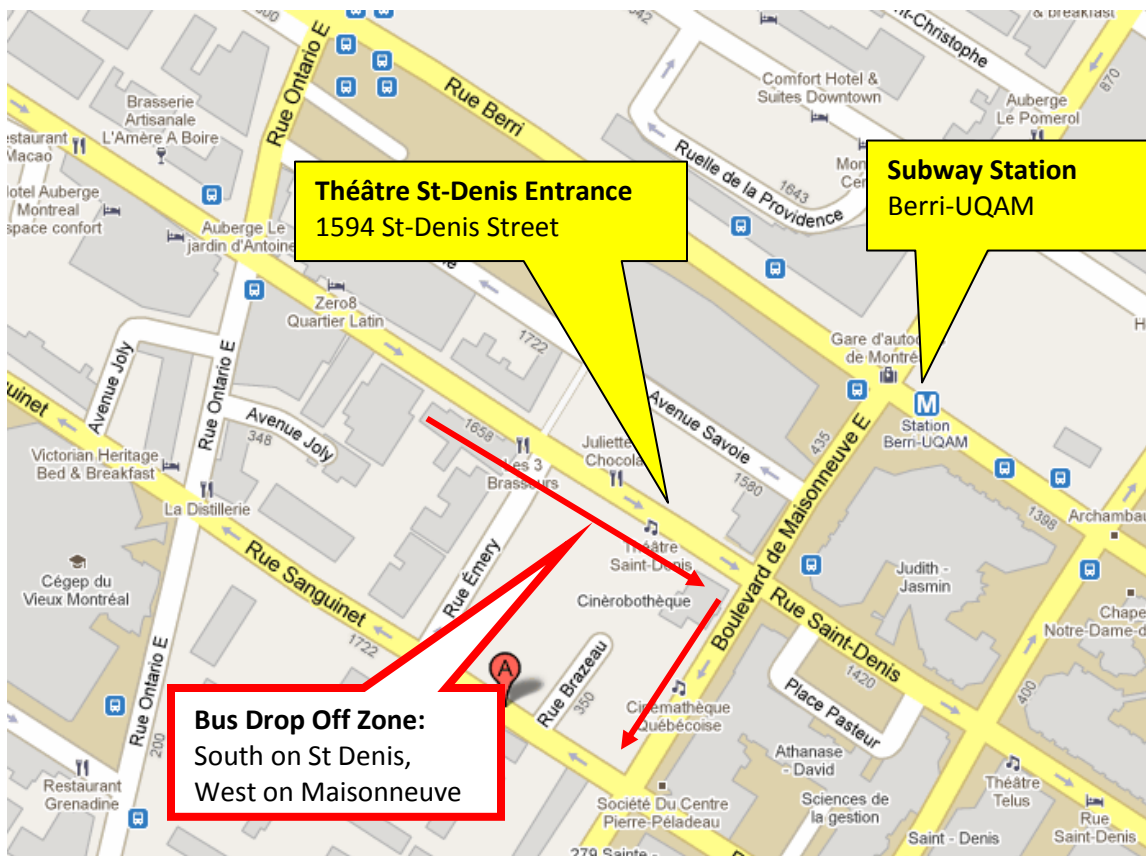
As the event is on a weekday during regular office hours, surrounding parking lots are expected to be full. Free The Children cannot guarantee that parking spaces in private lots will be available for use on event day.

Bus Drop –Off:

Schools chartering their own busses should **drop students off at the venue before the bus is parked to ensure timely arrival.**

Drop Off Zone:

- Buses coming south on St Denis will drop off in front of Théâtre St Denis.
- If this area is at capacity, buses can drop off along Boulevard de Maisonneuve.
- **Both streets are one way, and can be used for drop-off only: no parking is available here.**



Bus Parking:

The following parking options are recommended but not guaranteed. Bus parking is available on a first come first served basis. Should these lots reach full capacity, buses are responsible for finding their own parking.

1. Montreal Central Bus Station
Address: 505 de Maisonneuve Boulevard East (corner of rue Berri) (see map above)
Cost: \$50.00/day per bus
Method of Payment: Park, then enter the station to purchase your ticket which will then be displayed on the dash.
Availability is very limited – first come, first served. To reserve a parking space in advance, please contact the Bus Station at (514) 842 2281

Important Points Regarding Bus Drop-off:

- Have a large, clear sign with your school name in the window of the bus (so that you will be able to identify your bus during pick up)
- Volunteers will be on the ground to help schools find their buses and guide students into the venue



Notice Form for Parents/Guardians:

Click [here](#) to download the form, print and send to all parents/guardians.

This notice is being provided to you because your child's school will be sending some or all of its students to the "We Day" event, organized by Free The Children, taking place on **February 29th, 2012 in Montreal.**

This notice is to inform you that We Day will be attended by media organizations and the students in attendance at We Day may be recorded, photographed or have other content taken by media organizations invited by Free The Children, as well as by Free The Children, its related organizations and their employees, volunteers and third-party service providers. Free The Children and its related organizations may copy, reproduce, use, reuse, license, exhibit, display, distribute and create derivative works of any photographs, slides, films, videotapes, recordings or any other content taken of the students in connection with the We Day event (the "**Materials**"), whether in print, CD-ROM, videotape, electronic or other format for any purpose whatsoever (including, but not limited to, promotional materials such as informational brochures, websites, social media, television shows and public information campaigns) and may make the Materials available to third parties for broadcast and publication without further notice and with no financial or other consideration to be paid to the students in connection therewith.

Permission Forms:

Standard permission forms required by your school must be completed for this trip and be kept on file by the school as well.