



We Day Toronto 2011: Event Logistics Guide

Important Information – Please Review Carefully

In this guide you will find the following information:

- Event start and end time
- Event information and checklists
- Educator Lounge information
- Ticket 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 weschools@freethechildren.com.**

Event Date:

Tuesday September 27, 2011

Event Location:

Air Canada Centre
40 Bay St.
Toronto, Ontario
M5J 2X2

Event Time:

Doors open: 8:00 am

Pre-show: 8:45 am

Doors close: 9:00 am

***Show ends: 2:30 pm**

****Please note important updates to the show end time. We know many busses return to schools for regularly scheduled pick-ups, but have been informed by CTV the show may end as late as 2:30PM. With such a jam-packed event, we gratefully ask for your understanding to make arrangements to stay in your seats for the duration of the live taping to minimize disruptions for all others in the stadium.***

Other Important Notes

- **Doors open at 8:00am.** Expect line-ups upon arrival.
- Seating is general admission within your assigned section. **This means seats are first-come-first-serve.** We advise that, if possible, schools **arrive as early as 7:30am** for the best seats.
- There will be a surprise during the pre-show, so get to the venue early to get your seats!
- We ask that all attendees remain in the stadium for the duration of the event. We are aware of the bussing needs for many schools, and have taken this into account. The show will end at **2:30PM** and we ask for your patience as We Day is a live, filmed event. In order to minimize the disruptions to this filming and to the We Day experience for all



others in the stadium, we ask that everyone stay in their seats for the duration of the show. **Bus pick-ups should be arranged for 2:30PM.**

Latecomers

May not be seated in the section printed on your ticket once the pre-show begins at 8:45AM because live filming will have already commenced. We ask for your cooperation if you are requested to sit in a section that is least disruptive to the live filming.

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! Concessions **will not** be open in the morning.
- ✓ Students can bring \$10 to We Day in order to feed one child affected by the drought for a full month (**donations are not mandatory to attend We Day**, see pg. 3 for details)!
- ✓ Bring your mobile phone to participate in contests, text messages at the event, take photos and to “like” us on Facebook.
- ✓ **Bagged lunch** (limited concession stands will be available during lunch hours only).
- ✓ Bring your old, used **alkaline batteries** for our zinc battery collection to help youth overseas with zinc deficiencies (see pg. 3 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!
- ✓ Start thinking about the **local and global actions** you want to take part in as a We School (ask your teacher for more information).

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 tickets and wristbands in a safe place.
- ✓ **Write your section number on every student’s wristband to ensure your students can easily access their seats during the event.**
- ✓ 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.
- ✓ Remind your students that Me to We products range from \$10-\$25.
- ✓ Once you arrive at the venue, designate a meeting point for you and your students to gather at after the event.
- ✓ Your school can watch We Day live via webcast at www.muchmusic.com/weday and take part in the corresponding classroom activities. Please visit weday.com for more information.
- ✓ **If your school is fundraising for drought relief in Kenya, you can drop off your donation envelope at any youth entrance or outside of the Educator Lounge.**

The Educator's Lounge:

The Educator's Lounge is an inviting space for educators at this year's We Day. Come visit us in the Lounge to enjoy a **complimentary beverage**, learn about **various ways to get involved with Free The Children and Me to We**. We will also have T-shirts, book packages and artisan products available for sale. The Educator Lounge will be conveniently located in the Icebox on the 300 level across from section 313 and open throughout the entire show.

If you are unable to make it to the Educator Lounge, please visit the Educator Resource Booth located on the 100 level.

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 2010, 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. The United Nations estimates that more than 300,000 children face possible starvation between now and the holiday period. Schools and students have already been so generous in their response to this situation. And 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.

Because of 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 20,000 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.



Official drop-off points will be located at Gate 1, Gate 3, Gate 6, and outside of the Educator Lounge. You may also give donations to the volunteers in your seating section. 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 are able 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. By doing this you are helping to keep batteries 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 of which 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.

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 Vancouver”
“We are Canada”
“Canada HEART We Day”
“I’ve taken the vow”
“Solidarity”
“Silenced no more”
“Spread the Love”
“Love Revolution”
“Laughter is love”

“We can reach the top!”
“Nothing is impossible”
“Anything is possible”
“Redefine your possible”
“We can overcome obstacles”
“Community”
“Hope”
“Thank you”
“Peace”

Receiving Your Tickets & Wristbands:

Schools will be receiving their tickets and wristbands via the following delivery methods:

School Drop-off or Board Mailing

Free The Children provides personal drop-off or board-wide mailing to a limited number of schools within approximately two hours of the Toronto area. If you would like to know if your school is included on this list, or if you would like to work with our team to have all the schools in your board receive their tickets and wristbands, please e-mail weschools@freethechildren.com.

Pick-up at Me to We Store

You will be able to pick up your school’s tickets from the Me to We store at the following times:
September 13-16: 10:00am-5:00pm
September 20-23: 10:00am-3:00pm

Please e-mail weschools@freethechildren.com to let us know when you are coming. The Me to We store address is 223 Carlton Street, Toronto, ON.

Pick-up at We Day

You can pick up your school’s tickets and wristbands at We Day, on September 27, at the booth labeled **Ticket Pick-Up** located at Gate 1. Pick up your tickets prior to event day so your school will have a better chance of finding good seats within your section.

Wristbands:

When you receive your We Day tickets, you will receive the same number of wristbands. These **wristbands are a safety measure should anyone be separated from their group, and do not replace the purpose of your tickets.** Admittance will not be accepted without both tickets and wristbands. Please write your section number on every student’s wristband.

Parking & Transportation:

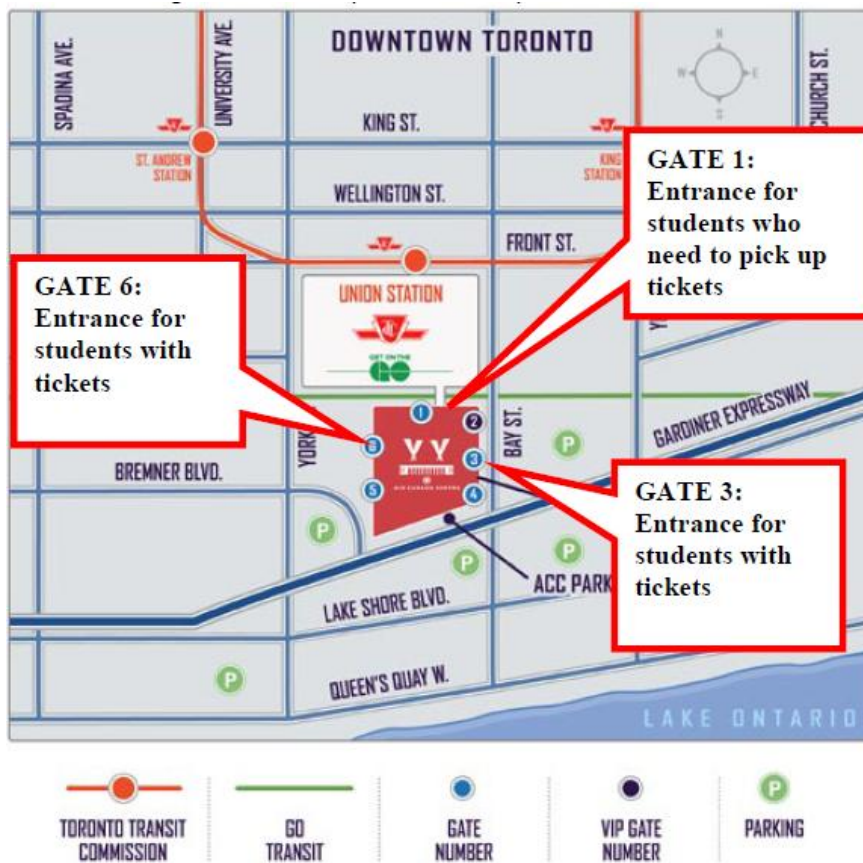
School Entrances

If you receive your tickets in advance:

You may enter the Air Canada Centre at Gate 1, Gate 3 or Gate 6.

If you need to pick up your tickets at We Day:

You should enter the Air Canada Centre at Gate 1 and go directly to the **Ticket Pick-Up** booth. Gate 1 is accessible through Union Station (TTC or Go Train).



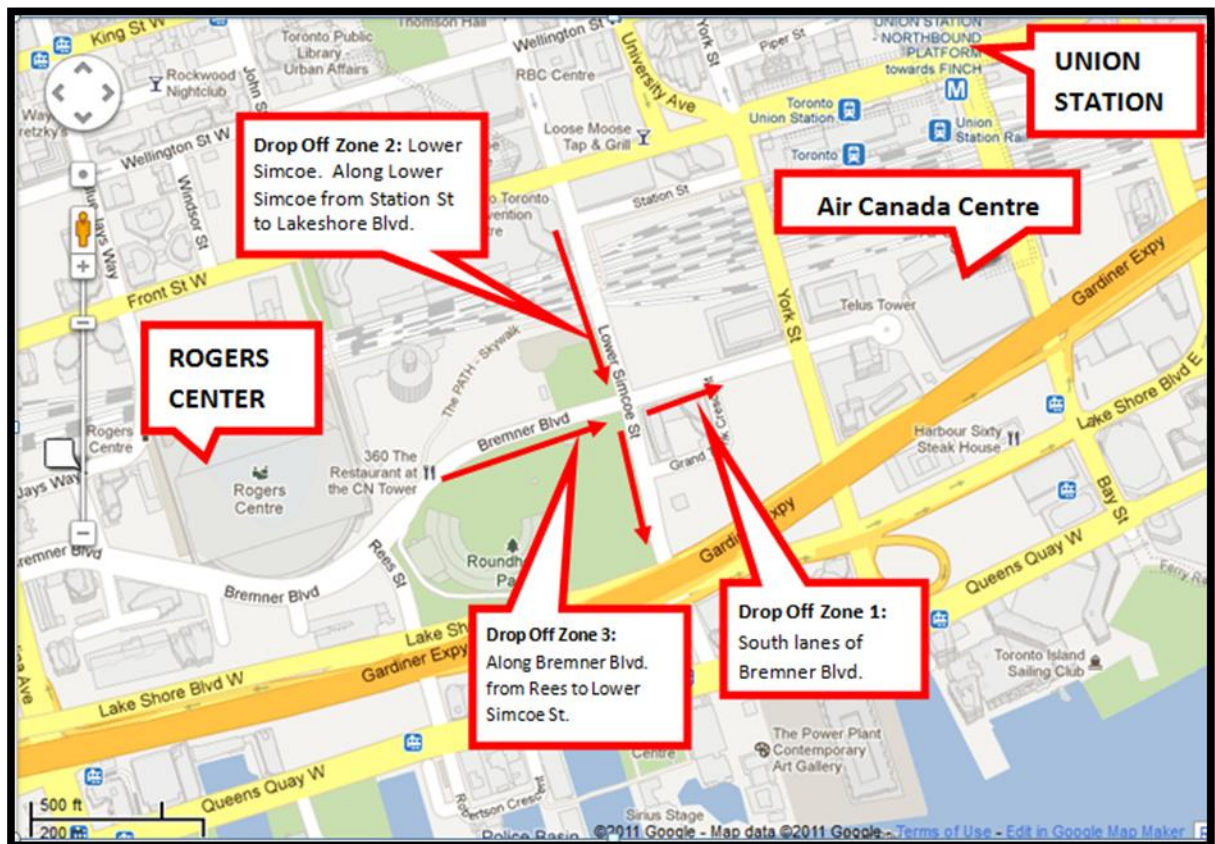
Bus Drop-off and Parking Information

Schools chartering their own buses should **drop students off before the bus is parked to ensure timely arrival and entrance.**

The information below outlines important details regarding Bus Drop-off and Parking. We highly recommend sharing this information with bus drivers to ensure smooth arrival and exit for everyone attending We Day. Volunteers will be on the ground to guide students into the venue and help groups find their buses at the end of the event.

Important Points Regarding Bus Drop-off

- Buses will drop off students at **Drop Off Zones 1 and 3** along the **South side of Bremner Boulevard** between Rees St. and York St.
- Buses will drop off students at **Drop Off Zone 2** along the **West side of Lower Simcoe St.** between Station St. and Lakeshore Blvd.
- **On the map below please note that buses are only able to Drop Off/Pick Up on specific sides of the street; the arrows designate that direction.**
- Ensure you 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.
- **No Bus Parking allowed on Bremner Blvd at any time.**
- After the event: Buses will pick students at Zones 1, 2, and 3.



Drop Off Zone 1:

- Buses coming from the **East** on Lakeshore can drop off students on Bremner Boulevard.
- This loop is one way, and is a drop-off zone only: no parking is available here.
- After drop off, buses will go North or South on York Street to exit.
- If, upon your arrival, the loop is full, please go North on York St. to go to Drop Off Zone 2 on Lower Simcoe St.

Drop Off/Pick Up Zone 2:

- Buses can drop off students along Lower Simcoe St. from Station St. to Lakeshore Blvd.
- Volunteers will be lined along Lower Simcoe St. and Bremner Blvd. to guide youth to the venue.
- Again, the drop off zone is one way, only going South on Lower Simcoe St.
- If you are unable to find a place to drop off on Lower Simcoe, please go to Drop Off Zone 3 on the south side of Bremner Blvd between Rees St. and Lower Simcoe St.

Drop Off/Pick Up Zone 3:

- Buses will drop off students on Bremner Blvd from Rees St. to Lower Simcoe St.
- It will take students approximately 10 minutes to walk to the ACC (Gate 6).

Bus Parking

Bus parking is not guaranteed, and is available on a first-come, first-serve basis. Should these lots reach full capacity, buses are responsible for finding their own parking.

Important note: There is no bus parking allowed on Bremner Blvd. at any time.

Bus Parking is available at:

- The Rogers Center Parking Lot (\$40/bus)
- The Polson Pier Lot, 11 Polson Street (\$50/bus)





Public Transportation:

While we understand TTC and the GO Train aren't accessible to everyone, we highly recommend bussing to your nearest station if possible. This will avoid traffic congestion and parking delays at the event. The Air Canada Centre is directly adjacent to the Union Station, which houses both TTC and GO Train stops.

GO Transit

Take the GO Train to Union Station. Follow the signs to the Air Canada Centre. Volunteers will be on-site to help guide you.

TTC

Take the subway to Union Station. From Union Station, follow signs to a pathway that will take you directly to Gate 1 of the Air Canada Centre. Volunteers will be on-site to help guide you.

Driving Directions:

From the East

- Take Hwy 401 West to Don Valley Parkway South/Downtown (Exit 375)
- Continue on Don Valley Parkway
- Don Valley Parkway becomes the Gardiner Expressway West (merge right)
- Exit the Gardiner Expressway West at Yonge Street/Hwy 11 (Exit towards Hwy 11A/Bay St./York St./Toronto Island/Harbourfront)
- Keep left at fork in ramp
- Stay straight to go onto Lakeshore Blvd. East
- Turn right onto Rees Street

From the West (London)

- Hwy 401 East to Renforth Dr/Hwy 427/Airport Exit
- Take Hwy 427 South, exit towards the QEW
- Take the Gardiner Expressway East (exit on the left)
- Exit the Gardiner East at Hwy 11A/York St./Bay St. exit towards Hwy 11/Yonge St.
- Go North on York St., at Station St. turn left and then take your first left again onto Lower Simcoe St.
-

From the West (Hamilton)

- Take the QEW East towards Toronto
- The QEW becomes the Gardiner Expressway East
- Exit the Gardiner East at Hwy 11A/York St./Bay St. exit towards Hwy 11/Yonge St
- Go North on York St., at Station St. turn left and then take your first left again onto Lower Simcoe St.



From the North

- Take Hwy 400 South to Hwy 401 West (Exit 21)
- Stay on Hwy 401 West until the Hwy 427 South Exit (Exit 352)
- Take Hwy 427 South to the Gardiner Expressway East (exit on the left)
- Exit the Gardiner East at Hwy 11A/York St./Bay St. exit towards Hwy 11/Yonge St
- Go North on York St., at Station St. turn left and then take your first left again onto Lower Simcoe St.

From Pearson Airport

- Leave terminal and exit onto Airport Rd.
- Take Hwy 427 South to the Gardiner Expressway East (exit on left)
- Stay on the Gardiner Expressway East until exit for Hwy 11A/York St./Bay St. exit towards Hwy 11/Yonge St.
- Go North on York St.
- We are at the third set of lights to your right

Vehicle Parking:

Please note the Air Canada Centre has no designated parking areas. Private lots surrounding the Air Canada Centre 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 September 27.

Food Service:

Lunch is a terrific time for educators to visit the Educator's Lounge and for students to visit the booths located around the concourses. There will be Me to We products, fun and educational activities, as well as the chance to meet educators and students from across Ontario.

Important Information

- **Concession stands will not be open before the show.** Ask your students to eat breakfast 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 tupperware to reduce waste. A limited number of concession stands will be open. Due to line-ups, if your students rely on concession stands, they may not have time to buy lunch before everyone is ushered back to their seats.
- Ask your students not to pack lunch items containing nuts or nut products.*

Note: the Air Canada Centre is **not a nut-free venue. Students will be receiving a granola bar in their gift bags that is **NOT** nut free. Please make sure to take the appropriate precautions with your students.*



An initiative by



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 **September 27, 2011 in Toronto**.

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.



An initiative by



Me to We Merchandise Available at We Day:

The following items will be on sale at We Day Toronto 2011. You can start planning your world-changing purchases and get ready to be inspired by viewing the full list of merchandise available at We Day [here!](#) Me to We is an innovative enterprise that provides people with better choices for a better world. Half of Me to We's net profit is donated to Free The Children and the other half is reinvested to grow the enterprise and its social mission.

Accessories

Maasai Beaded Earrings \$15.00

Inspired by the traditional glass bead jewellery worn by Maasai women, these beautiful earrings are sure to turn heads.

Salama Peace Ring \$10.00

Glass beads are stitched onto genuine leather to create a beautiful circle-of-life pattern.

Rafiki Friend Chain \$10.00

A symbol of unity between friends this is a We Day must.

Sustainably produced and locally sourced wherever possible, these unique Artisans accessories support the livelihoods of the more than 400 Maasai mamas who make them.

Books

My Maasai Life – Robin Wiszowaty \$20.00

Follow Robin's remarkable voyage as she joins an impoverished Maasai family in rural Kenya

Me to We – Craig and Marc Keilburger \$15.00

Me to We is a manual, a manifesto and a movement. This book is about finding meaning in our lives and our world by reaching out to others.

Standing Tall – Spencer West \$20.00

The candid, coming-of-age story of a young man's journey of working hard, laughing a lot and always standing tall.

Buy a Book, Give a Book: Buy one of these Me to We books and a notebook will be given to a child in a developing country.

Apparel

It Starts with One \$25.00

Wear the change you wish to see in the world with this Ghandi-inspired graphic tee made from 100% organic cotton.

This Is How We Do It \$25.00

Whatever your reason for action, this new t-shirt, designed by award-winning musician and dancer Shawn Desman, will certainly move you.

Be The Change \$25.00

Be the change and make a statement with this classic must-have. Add this eco-friendly shirt to your Me to We Style collection.

Me Heart We \$25.00

This brand-new design is all about showing your love of the movement. Wear it and celebrate being part of the change.

Freedom \$25.00

Fight for your freedom and the freedom of others with this 100% organic cotton shirt designed by MuchMusic VJ Jesse Giddings.

Monashee Bamboo Scarf \$15.00

This scarf is made out of our viscose from bamboo fabric and can be worn six different ways.

Buy a Tee, Plan a Tree: When you buy one of these T-shirts, Free The Children plants a tree in a developing community.

For more information and to shop online, visit www.metowe.com/shop.