



We Day Vancouver 2011: Event Logistics Guide

Important Information – Please Review Carefully

In this guide you will find the following information:

- Event information and checklists
- Educator Lounge information
- Event start and end time
- 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:

Thursday October 13, 2011

Event Location:

Rogers Arena
Vancouver, BC
V6B 6G1

Event Time:

Doors open: 8:30 am
Pre-show: 9:15 am
Doors close: 9:30 am
Show ends: 2:00 pm (approx.)

Important Notes

- **Doors open at 8:30am.** 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 8:00am** for the best 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 approximately **2:00PM** 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 2:00PM.**

Latecomers

- **As We Day is a live filmed event, latecomers may not be seated right away or in the section printed on your ticket.** 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. 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!
- ✓ Start thinking about the **local and global actions** you want to take part in as a We School!

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.
- ✓ 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).
- ✓ 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 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 Lounge:

The Educator Lounge is an inviting space for educators at this year's We Day. Come visit us in the Lounge to enjoy free resources, 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 King Bar on the 100 level and open throughout the entire show. If you are unable to make it to the Educator Lounge, please visit the Educator Resource Booth on the 300 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 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!

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!

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 can reach the top!"	"Love Revolution"
"We are Canada"	"Nothing is impossible"	"Laughter is love"
"Canada HEART We Day"	"Anything is possible"	"Community"
"I've taken the vow"	"Redefine your possible"	"Hope"
"Solidarity"	"We can overcome	"Thank you"
"Silenced no more"	obstacles"	"Peace"
"Spread the Love"		

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!



Receiving Your Tickets & Wristbands:

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

District Mailing

For schools that fall within We Day partner school districts, Free The Children will be delivering tickets to your district which are then to be distributed using your district's internal mailing system. If you would like to know if your school is included on this list, please e-mail weschools@freethechildren.com.

Pick-up at Office

For all remaining schools, we encourage you to pick up your tickets prior to event day at Free The Children's Vancouver office! You will be able to pick up your school's tickets from the Vancouver office at the following dates and times:

- Friday, September 30th from 3-6 p.m.
- Monday, October 3rd from 3-6 p.m.
- Wednesday, October 5th from 3-6 p.m.

Please e-mail weschools@freethechildren.com to let us know when you are coming. If these specific dates and times do not work, please feel free to contact our team at 604-875-8791 to arrange a more convenient time.

The Vancouver office is located at Suite 301 – 291 2nd Ave. E., Vancouver, V5T 1B8

Pick-up at We Day

If you are unable to use either of the above options, you can pick up your school's tickets and wristbands at We Day, on October 13. Rest assured that we have a strong system in place to ensure you receive your tickets and can get to your seats with ease.

Tickets will be available for pick-up at the desk labeled **Ticket Pick-Up** located at Gate 3 at Rogers Arena.

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.

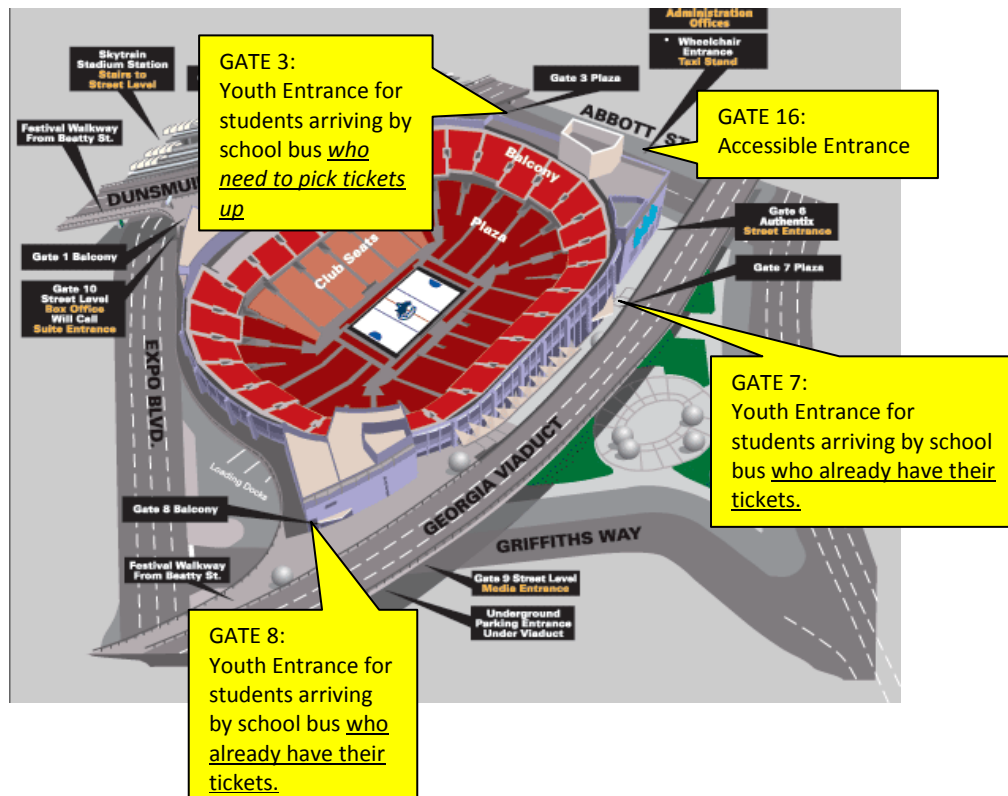
Parking & Transportation:

Entrances:

If you already have your tickets: You may enter the Rogers Arena at Gate 7 or Gate 8.

If you need to pick up your tickets: If you have to pick up your tickets at Rogers Arena they will be under your school's name at Gate 3. Gate 3 is accessible through Skytrain Station (Stadium/Chinatown). Please use lower street level to Gate 3 Entrance.

Accessible Entrance is available at Gate 16 (off Abbott St.)



Public Transportation:

While we understand Sky Train is not accessible for everyone, we recommend bussing to your nearest station. We are anticipating over 300 school buses, and recommend that your school arrives by public transportation to avoid traffic congestion and parking delays at the event.

The Rogers Arena is easily accessible by public transit and the **Stadium/Chinatown Sky Train Station**. The station is located on Beatty at Dunsmuir Street in downtown Vancouver. Use the lower street level exit (Pacific Blvd.) to go to Rogers Arena (about a two-block walk southbound along Beatty).



Bus Drop–Off:

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 information regarding Bus Drop Off and Parking. We highly recommend sharing this information with bus drivers to ensure smooth arrival and exit for all attending We Day. Volunteers will be on the ground to guide students into the venue and help schools find their buses at the end of the event.

***Please note that Abbott St. is a morning drop off zone only and is not zoned for buses to pick up at the end of the day. All end of day pickups can happen on Expo Blvd.**

Important Points Regarding Bus Drop off:

- Buses will drop off students at **Drop Off Zones 1** along **both sides off Abbott St.** between Pacific Blvd. and Keefer St.
- Buses will drop off students at **Drop Off Zone 2** along the **north side of Expo Blvd.** between Abbott St. and Quebec St.
- **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/group 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 Abbott St. at any time.**
- After the event, Buses will pick students up in Zones 1 and 2

Drop Off Zone 1:

- Buses can drop off students on Abbott St. from Pacific Blvd. to Keefer St.
- The drop off zone is both sides of the street.
- After drop off, buses will go North or South on Abbott St. to exit.
- If there is no space to drop off, please travel as far North/South on Abbott St. as possible. If necessary, volunteers will direct you to Drop Off Zone 2 on Expo Blvd.
- There is no bus parking at any time in Zone 1.

Drop Off/Pick Up Zone 2:

- Buses can drop off students along Expo Blvd. from Station St. to Lakeshore Blvd.
- This drop off zone is one way only going west toward Abbott St.
- If there is no space, volunteers will direct you to Drop Off Zone 1 on Expo Blvd.
- Volunteers and police will be on site to assist with traffic control.



Bus Parking:

To ensure timely arrival, schools chartering their own busses should **drop students off** at the designated Drop Off Zones on Abbott St. and Expo Blvd. **before the bus is parked.**

Bus parking is not guaranteed, and is available on a first come first served basis. Should these areas reach full capacity, buses are responsible for finding their own parking. Please note that Free The Children will not be responsible for the cost of parking.

Important note: There is no bus parking allowed on Abbott St. at any time.

Parking Options:

- Out of town buses can park on the North side of both sides of Expo Blvd. after 10AM
- Buses will be able to park in Impark Lot 582 (\$55/bus). Impark Lot 582 is located near the intersection of Pacific Blvd and Columbia St.

Driving Directions:

From the Fraser Valley

- Follow Highway #1 West.
- Take the 1st Avenue exit and follow 1st Avenue until you reach Quebec St.
- Turn right on Quebec St. and follow it until the road forks.
- Take the left fork onto Expo Blvd.
- Follow Expo Blvd. to Rogers Arena.



From Horseshoe Bay/West Vancouver

- Follow Highway #1 East.
- Take the Taylor Way exit and travel south.
- Turn left on Marine Drive.
- Take the exit for the Lions Gate Bridge and travel through Stanley Park.
- Follow Georgia St. through downtown to Beatty St. then turn left.
- Turn right on Pender St., turn right again onto Abbott St., which takes you to the arena.

From Tsawwassen

- Follow Highway #17 North until you intersect Highway #99.
- Follow Highway #99 North and cross over the Oak Street Bridge.
- Follow Oak St. North until you reach 49th Ave.
- Turn right on 49th Ave. and then left on Cambie St.
- Follow Cambie St. onto the Cambie St. Bridge and take the first exit onto Pacific Blvd., leading to Rogers Arena.

From Peace Portal Border Crossing

- Follow Highway #99 North.
- Cross over the Oak St. Bridge and follow Oak St. North until you reach 49th Ave.
- Turn right on 49th Ave. and then turn left onto Cambie St.
- Follow Cambie St. onto the Cambie St. Bridge and take the first exit onto Pacific Blvd., leading to Rogers Arena.

Vehicle Parking:

Please note that the Rogers Arena has no designated parking areas. Private lots surrounding the Rogers Arena 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 October 13th, 2011. Please note that Free The Children will not be responsible for the cost of parking and strongly recommends public transit or carpooling when available. Accessibility parking is available in lot 315 (off of Carroll St., one block east of Rogers Arena. To reserve accessible parking, please contact Mallory Hilkewich (mallory@freethechildren.com)).



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 BC and Alberta.

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 reusable container 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.

Note: the Rogers 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.*



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 **October 13, 2011 in Vancouver**.

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.



Me to We Merchandise Available at We Day:

The following items will be on sale at We Day Vancouver 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, Plant 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.