



We Day Winnipeg 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:

Wednesday November 23, 2011

Event Location:

MTS Centre
260 Hargrave Street
Winnipeg, MB
R3C 5S5

Event Time:

Doors open: 9:00am

Pre-show: 9:45am

Doors close: 10:30am

**The show starts at 10:15.*

Schools that have not yet arrived may be redirected to sit in a different section than indicated on the wristbands, because this is a live-taped event.

Show ends: 2:00pm

Important Notes

- **Doors open at 9:00am.** Expect line-ups upon arrival.
- Seating is general admission within your assigned section. **This means seats are first-come-first-serve.** We advise that, schools **arrive as early as possible** 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. **We will be sending each school an individualized parking and transportation plan which will outline specific drop-off and pick-up zones, times, and detailed maps of the area around the MTS Centre to assist in your transportation arrangements.**

Latecomers

- **May not be** seated in their assigned section once the doors are closed at 10:30am 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

- ✓ 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 one item of canned food for donation. This year, we want every single student to bring at least one can for local food banks.
- ✓ **Bagged lunch** (limited concession stands will be available during lunch hours only).
- ✓ 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!
- ✓ Bring your mobile phone to participate in contests, text messages at the event, take photos and to "like" us on Facebook.
- ✓ Start thinking about the **local and global actions** you want to take part in as a We School (ask your teacher for more information).
- ✓ 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).

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.
- ✓ 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.
- ✓ 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 Lounge:

The Educator 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 on the 100 and 300 levels and 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. This year, with your help, We Day is supporting two important social causes: drought relief in East Africa and supporting local food banks.

(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) Canned food donations

Every year on October 31, young people trick-or-treat with our Halloween for Hunger campaign, collecting non-perishable food items for local food banks instead of candy. This campaign gives youth a unique opportunity to help end hunger in their communities and raise awareness about an often invisible local problem. While the Halloween for Hunger campaign falls on Halloween, we will be collecting non-perishable food items throughout the fall in support of this initiative. In our own communities, many people face hunger as a daily reality. Families throughout North America are trapped by unemployment or low wages and by the crippling costs of housing and food.

Support local food banks in Winnipeg this year at We Day by bringing canned food and non-perishable food items. In 2010 alone, over 609,225 pounds of food were collected, enough to feed 119 families of four for a whole year! Let's work together and collect more food for the Waterloo Region than ever before!

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 Winnipeg"
"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 Wristbands:

All schools will be receiving **wristbands only** and not tickets for entry to We Day via the following delivery methods:

School Drop-off or Division Mailing

Free The Children works with some divisional partners to arrange school drop-off of wristbands division-wide mailing where possible. 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 division receive their wristbands, please e-mail weschools@freethechildren.com.

Pick-up at We Day

You can pick up your school's wristbands at We Day, on November 23, at the desk labeled **Ticket Pick-Up desk located at Gate 1**.

*Please note that seating is general admission by section with your wristband. We will not be issuing tickets for entry to the event. All schools may enter with their wristband and be seated in their assigned section. **This means seats are first-come-first-serve by section.** We advise that, if possible, schools **arrive as early as possible** for the best seats.

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 MTS 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 **November 23, 2011 in Winnipeg**.

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 Winnipeg 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.