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#WeDay

We Day: The Event

Free The Children's **We Day** (www.weday.com) is more than just one day of celebration and inspiration, it's a one-of-a-kind event and part of an innovative year-long program that celebrates the power of young people to create positive change in the world. At **We Day**, tens of thousands of youth from across North America join together to celebrate the positive actions they are taking and to build the momentum of young people making a difference in their communities and around the world. **We Day** features speeches and performances from global leaders, social activists and world-class entertainers. The end to apathy is realized as young people learn that each individual is part of a larger community of people taking action — be it local, national or international.

This year, **We Day** will reach more youth than ever before with five events across Canada and over 62,000 students in attendance.

Toronto – September 27 (18,000 youth attending)
Vancouver – October 13 (18,000 youth attending)
Waterloo Region – November 16 (6,000 youth attending)
Winnipeg – November 23 (16,000 youth attending)
Montreal – February 29 and March 1 (2,000 youth attending each event)

We Day events are completely free of charge to students and educators, thanks to the support of generous sponsors who believe in the power of youth to change the world. But young people in the audience—attending from more than 2,000 schools— have to earn their way into **We Day**. Each student makes a commitment to take action on at least one local and one global issue, making **We Day** a vehicle to create real change.

We Day: The Movement

We Day is not just an event. It's a movement.

Youth coming together to lead global change **is the movement of our time**. **We Day** is the manifestation of this movement. **We Day** follows in the tradition of the world's most important social movements—from small sit-ins to massive rallies and marches that brought together impassioned people set on changing the world. **We Day** brings forth the spirit of these movements to a generation of youth.

Everyone can join the 'We' movement. Start with one simple action. 'Like' **We Day** on Facebook (www.facebook.com/weday). The hundreds of thousands of Canadians who have already liked **We Day** now receive daily tips and ideas about how to live "we" every day, right on Facebook. Even better, for every 'like', sponsors will donate \$1 to Free The Children, up to \$1 million dollars. Your Facebook 'Like' for **We Day** is truly the first step to living **We Day** every day

People from all over the world can also tune in and take part in **We Day** as both the Toronto (September 27) and Vancouver (October 13) events will be streamed live online at www.muchmusic.com/weday. Also, both events are being taped for a special to air on MuchMusic, **Sunday, Oct. 30 at 7 p.m.**

We Day: The year-long program

We Day is not just a one day event, it's part of a year-long unparalleled educational opportunity called the We Schools in Action program (www.freethechildren.com/weschools). Through participation in this program, young people turn their inspiration into tangible results by engaging in both local and global actions throughout the school year. Meanwhile, teachers receive dynamic resources to help mentor their students and embed social justice lessons in their classroom.



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We Day: The Results

Youth who participated in the **We Schools in Action** program during the 2010/2011 school year took the lessons learned at **We Day** back to their peers, rallying them to take action and resulting in:

- **1.7 million** hours of logged volunteering
- **\$2 million** raised to support local initiatives
- **\$3.4 million** raised to support global causes
- Over **609,000 lbs** of food collected through Halloween for Hunger (www.freethechildren.com/halloweenforhunger)
- **102,493** participants in **57** countries went silent for 24 hours for Free The Children's Vow of Silence campaign (www.freethechildren.com/vowofsilence) to raise awareness about children who are silenced by denial of their basic human rights
- Over **350** school groups representing **8,900** students raised awareness about Aboriginal education through Free The Children's Local Spotlight campaign (www.freethechildren.com/aboriginaleducation)

Through We Day, youth learn...

- About some of the most pressing social issues of today
- They are not alone in their journey to make a difference
- It is cool to care
- They can find their place within the movement to create global change

Participation in the **We Schools in Action** program has resulted in increased student engagement in their school and community and contributed to:

- Commitment to philanthropy
- Academic achievement
- Caring school cultures
- Deeper connections between students and teachers
- Giving back to the community

For additional information on **We Day** visit our online press room to access any of the following:

- High res photos and bios of speakers and performers
- B-roll and photos from **We Day** 2010
- Background information on **We Day** and Free The Children
- To request more information or an interview with Free The Children Co-Founders, Craig or Marc Kielburger

To speak with someone directly, contact:

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FAQs

How many youth will be in attendance this year?

This year, 62,000 students in total will attend **We Day** events across Canada in Toronto, Vancouver, Waterloo Region, Winnipeg and Montreal.

How much does it cost to attend We Day?

We Day events are completely free of charge for students and educators, thanks to the support of generous sponsors who believe in the power of youth to change the world.

How are schools selected to attend We Day?

All schools are encouraged to apply for tickets to **We Day**. However, seats for **We Day** are limited and schools registered in the **We Schools in Action** program will receive priority. Schools and students who are unable to attend the event can still participate in the Toronto and Vancouver events by watching the live stream of **We Day** on www.muchmusic.com/weday.

What happens after We Day?

After **We Day**, students and educators take the messages they learned at **We Day** back to their classrooms and peers and start their action planning for the year. **We Day** encourages all schools to register for the **We Schools in Action** program, which means schools make a commitment to take action on at least one local and one global issue throughout the school year.

Free The Children also offers various campaigns to keep schools and students engaged. The following are Free The Children's signature campaigns for the school year:

- Halloween for Hunger: October 31st (www.freethechildren.com/halloweenforhunger)
- Vow of Silence: November 30th (www.freethechildren.com/vowofsilence)
- Local Spotlight: Aboriginal Education: February 2012 (www.freethechildren.com/aboriginaleducation)
- Five Days for Freedom: April 2012 (www.freethechildren.com/fivedaysforfreedom)

What kind of local and global causes and issues do youth support?

Students choose to support various local and global causes throughout the school year. Some of the most common local causes supported in the last year include homelessness, bullying, hunger in priority neighbourhoods and supporting community centres. Global causes and issues included disaster relief for Japan, Haiti and the East African drought and supporting communities through Free The Children's Adopt A Village holistic development model.

What actions do youth take to raise awareness and funds throughout the year?

Students working to raise awareness and funds about issues they are passionate about can take many different creative forms. Some of the most popular events and actions students have taken over the past year include bake sales, coin drives, themed events and parties, walks or runs and even mini **We Day** events.