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#WeDay

We Day Talking Points

*We Day is formerly known as **Me to We Day**, please help us in ensuring the **We Day** name is used correctly*

What is We Day – the event

1. We Day is the largest youth empowerment event of its kind put on by educational partner and international children's charity – **Free The Children**
2. Joined by internationally acclaimed child rights activists and co-founders of Free The Children, **Craig and Marc Kielburger**, an epic line-up of **Nobel Peace Laureates, world-renowned social activists, Grammy and JUNO Award** winners will come together to inspire and ignite the passion of young people gathered at We Day. They will celebrate the positive actions they are already taking and build their momentum to make a difference in their communities and around the world
3. Over 160,000 students will have attended We Day since its debut in 2007 and this school year, 62,000 youth will attend in Toronto (September 27), Vancouver (October 13), Waterloo Region (November 16), Winnipeg (November 23) and Montreal (February 29, 2012 & March 1, 2012)
4. People from all over the world can tune in and take part in We Day as both the Toronto (September 27th) and Vancouver (October 13th) 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.**
5. We Day is free to all students and educators thanks to the generosity of sponsors

Through We Day, youth learn...

1. About some of the most pressing social issues of today
2. They are not alone in their journey to make a difference
3. It's cool to care
4. They can find their place within the movement to create global change

We Day is not just an event – it's a movement

1. Youth coming together to lead global change **is the movement of our time**. We Day is the manifestation of this movement
2. 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
3. We Day brings forth the spirit of these movements to a generation of youth
4. The end to apathy is realized as young people discover that they are all part of this movement



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5. Everyone can join the 'We' movement. Start with one simple action. 'Like' We Day on Facebook ([facebook.com/weday](https://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

Bringing the spirit of We Day back to the classroom

1. We Day is the kick-off event to a year of social action for students across Canada
2. Motivated by the powerful speakers and performers, students take the messages learned at We Day back to their peers and begin planning their year of action
3. Students who attend We Day take part in **Free The Children's We Schools in Action program**, a year-long, unparalleled educational opportunity in which they commit to take action on at least one local and one global issue throughout the school year
4. Participation in the We Schools in Action program has resulted in increased student engagement in their school and community, and contributes to:
 - Commitment to philanthropy
 - Academic achievement
 - Caring school cultures
 - Deeper connections between students and teachers
 - Giving back to their community
5. For more information on how to get involved visit www.weday.com

Impact of We Day

1. Young people create real and tangible change
2. In the 2010/2011 school year following We Day youth:
 - a. Volunteered more than 1.7 million hours of their time
 - b. Raised \$5.4 million in donations to support local and global organizations
 - c. Collected more than 519,000 lbs of food to stock the shelves at food banks