



## **Martin Sheen, Joannie Rochette and Rev. Jesse Jackson among line-up joining thousands of youth in a global movement for change at We Day in Montreal**

**Montreal, QC (February 9, 2012)** – Today Free The Children revealed a first look at the exciting line-up of world-renowned social activists and performers set to join 4,000 student leaders in Montreal at the world's largest youth empowerment event of its kind, **We Day** on February 29<sup>th</sup> and **National We Day** on March 1<sup>st</sup>.

We Day is free to all students and educators thanks to the generosity of sponsors, including Co-Title sponsors National Bank and OMERS Worldwide.

The second annual **We Day** in Montreal brings youth from across Quebec together in an unparalleled setting to teach them about pressing social issues and show that they are not alone in their journey to make a difference. **National We Day**, a new and unique event in partnership with Educational Travel Partner EF Educational Tours, brings together students from across Canada to Montreal to participate in National We Day, engage in leadership training and expand their classroom, enabling them to "learn it by living it."

Believing in the power of youth to make a difference, this year's epic line-up of performers and speakers will come together to inspire and ignite the passion of young people gathered for **We Day** (February 29<sup>th</sup>) and **National We Day** (March 1<sup>st</sup>) in Montreal at Theatre St. Denis as they celebrate the positive actions they are taking and build their momentum to make a difference in their communities and around the world.

Along with internationally acclaimed children's rights activists and co-founders of Free The Children, **Craig and Marc Kielburger**, the line-ups include:

### **We Day – February 29<sup>th</sup>**

- Host of We Day – community activist and philanthropist **Sophie Grégoire-Trudeau**
- Emmy and Golden Globe Award-winning actor and activist **Martin Sheen**
- Civil rights leader and politician **Reverend Jesse L. Jackson Sr**
- Six-time Canadian Champion, World Silver Medalist and Olympic Bronze Medalist in figure skating, **Joannie Rochette**
- Former head coach of the Canadian national women's hockey team **Danièle Sauvageau**
- Regional Chief of Quebec and Labrador and elected member of AFN Executive Committee, **Ghislain Picard**
- Manitoba's first Aboriginal Judge, the **Honourable Justice Murray Sinclair**
- Olympic medalist in Synchronized swimming and Canadian Sports Hall of Famer, **Sylvie Fréchette**
- Cast members from the Emmy Award-nominated series **DEGRASSI**
- Renowned Canadian artist and performer, **Nikki Yanofsky**
- Platinum selling, JUNO Award-winning Canadian pop icon and producer, **Shawn Desman**
- Miss Teen Canada World, **Lauren Howe**
- Me to We motivational speakers, **Spencer West, Robin Wiszowaty** and **Noah Kaplan**

### **National We Day – March 1<sup>st</sup>**

- Host of National We Day – MuchMusic VJ **Jesse Giddings**
- Emmy and Golden Globe Award-winning actor and activist **Martin Sheen**
- Civil rights leader and politician **Reverend Jesse L. Jackson Sr**
- Manitoba's first Aboriginal Judge, the **Honourable Justice Murray Sinclair**
- Canadian Olympic Medalist in Short-track speed skating, **Nathalie Lambert**



- Montreal Alouettes player, **Étienne Boulay**
- Cast members from the Emmy Award-nominated series **DEGRASSI**
- Renowned Canadian artist and performer, **Nikki Yanofsky**
- Critically acclaimed and award-winning Canadian rock band, **The Midway State**
  
- Platinum selling, JUNO Award-winning Canadian pop icon and producer, **Shawn Desman**
- Miss Teen Canada World, **Lauren Howe**
- Me to We motivational speakers, **Spencer West, Robin Wiszowaty** and **Noah Kaplan**

**We Day** is not just an event. Students who attend **We Day** take part in the 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. 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. In the 2010/2011 school year alone youth **volunteered more than 1.7 million hours** of their time and **raised \$5.4 million** in donations to support local and global organizations.

Please visit the **We Day** online press room (<http://unispourlaction.enfantsentraide.org/press/>) to access any of the following:

- To apply for media accreditation to attend We Day (February 29, 2012) or National We Day (March 1, 2012)
- Request an interview with co-founders of Free The Children, Craig and Marc Kielburger
- Background information on We Day and Free The Children

**We Day** events have been held all across Canada in Toronto (September 27, 2011), Vancouver (October 13, 2011), Waterloo Region (November 16, 2011), Winnipeg (November 23, 2011) and Montreal (February 29, 2012 and March 1, 2012).

### **About We Day**

Youth coming together to lead global change is the movement of our time. We Day is the manifestation of this movement. Harnessing the energy and passion of this young community of change-makers, We Day brings youth together in an unparalleled setting to show them that they are not alone in their journey to make a difference. We Day is not just an event. It's a movement.

We Day is part of an unparalleled educational opportunity called the We Schools in Action program. Throughout the year-long program, young people turn their inspiration into action by committing to take one local and one global action throughout the school year. In the 2010/2011 school year alone, youth volunteered 1.7 million hours in their communities and raised more than \$5.4 million to support local and global organizations.

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.

### **About Free The Children**

Free The Children ([www.freethechildren.com](http://www.freethechildren.com)) is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, we are a charity and educational partner that believes in a world where all young people are free to achieve their fullest potential as agents of change. Our domestic programs educate, engage and empower hundreds of thousands of youth in North America, the UK and around the world. Our international projects have brought over 650 schools and school rooms to youth and provided clean water, health care and sanitation to one million people around the world.

Free The Children has a proven track record of success. The organization has received the World's Children's Prize for the Rights of the Child (also known as the Children's Nobel Prize), the Human Rights



Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network.

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**For more information on We Day, contact:**

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