



WE DAY AND WE ACT

Empowering a generation of young global citizens through an inspirational event and a year-long educational initiative



CREATING A GENERATION OF COMPASSIONATE YOUTH

We Day (weday.com) is a stadium-sized educational event and the movement of our time—a movement of young people leading local and global change. We Day is tied to the year-long We Act program, which offers free educational resources, student-led campaigns and support materials to help turn the event's inspiration into sustained action. Together We Day and We Act provide a blueprint to raise a generation of active global citizens.

We Day events bring together tens of thousands of student leaders per location from hundreds of middle and high schools. We Day is free to attend, but students must earn their ticket through service and philanthropic actions. Students who join the We Act program make a commitment to take action on at least one local and one global initiative of their choice.

This stadium-sized event connects world-renowned speakers and performers—from Malala Yousafzai, Magic Johnson and Sir Richard Branson to Demi Lovato, Nelly Furtado and Jennifer Hudson—together with tens of thousands of students and educators in an inspirational setting to learn about pressing local and global issues. We Day makes it cool to care.

A resounding success, We Day events are attended annually by 200,000 students from over 8,000 schools.

We Day is a growing global phenomenon. Last season, We Day had its debut in both California and the UK; this year, we're expanding to Illinois in the spring of 2015.

WHAT MAKES THE PROGRAM UNIQUE?

- ▶ **A stadium-sized event like no other:** We Day is the largest event of its kind, bringing together tens of thousands of youth per event in stadium-sized venues for a free educational and empowering experience.
- ▶ **Inclusive of all causes:** This program does not compete with other charities and non-profits, allowing participants to take action on ANY issue they care about—local and global.
- ▶ **A comprehensive service learning program:** The year-long We Act program supports youth and teachers by providing hands-on, student-led campaigns, free lesson plans, classroom activities and resources, and an opportunity for teacher professional development. It is designed to enhance a school's existing social initiatives or to spark new ones.
- ▶ **Incentivized action:** Participants commit to take one local and one global action and report back on their commitments in order to earn their ticket to We Day.
- ▶ **Measurable impact:** The impact of the program is tracked through reporting mechanisms and third-party independent analysis.
- ▶ **Proven to create transformative change:** Research has proven that the program creates immediate tangible benefits for the community it serves, as well as long-term behavioural changes and social impacts among youth involved.
- ▶ **Organized by Free The Children, which has a 19-year history of youth engagement:** Free The Children's We Act model educates, engages and empowers young people with guidance, resources, and practical tools to turn inspiration into action.

WE DAY AND WE ACT: PROVEN IMPACT

We Day inspires, engages and empowers youth to lead through service, building compassionate communities and transforming participants into active global citizens in the process. Independent third-party research by U.S.-based social impact consulting firm Mission Measurement has proven that We Day and the accompanying year-long We Act program generate powerful behavioural impacts. To name a few:

98%

of participating youth believe they can make a difference following their We Day attendance

80%

of We Act alumni reported volunteering more than 150 hours each year

79%

of voting age We Act alumni report having voted in the Canadian national election

Since 2007, youth involved in We Act have achieved remarkable results:

- ▶ **\$45 million** raised for 1,000 causes
- ▶ **14.6 million hours** volunteered for local and global causes
- ▶ **5.6 million pounds** of food collected by youth
- ▶ **8.9 million hours** of silence logged by youth who took a stand for children in developing communities who are denied their rights.



VIDEO HIGHLIGHTS

- ▶ See what educating, engaging and empowering a generation of youth looks like at weday.com/what-is-we-day/
- ▶ Watch the recent profile of We Day and Free The Children on CBS's *60 Minutes* at weday.com/60-minutes
- ▶ Meet Free The Children co-founders, Craig and Marc Kielburger at weday.com/craigandmarc

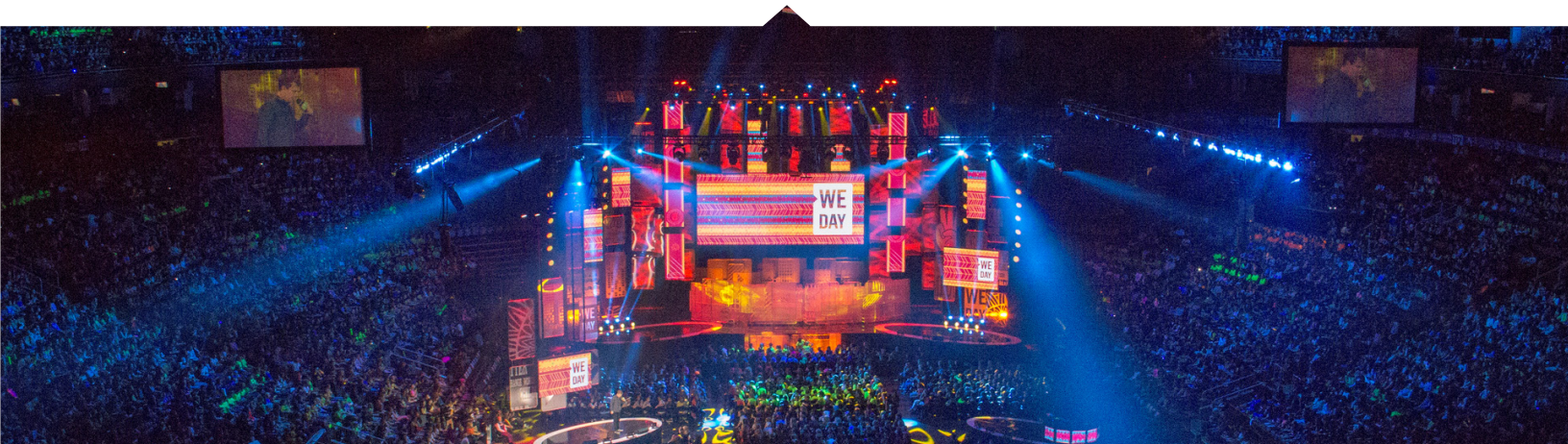
For additional information about We Day, visit the online press page (weday.com/press) to access the following:

- ▶ High-resolution photos and b-roll from past We Day events
- ▶ Background information on We Day, We Act and Free The Children
- ▶ The most up-to-date information and announcements

ABOUT FREE THE CHILDREN

Free The Children is an international charity and educational partner that has 2.3 million young people involved in its programs. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where all young people are free to achieve their fullest potential. Its domestic programs educate, engage and empower youth to become active local and global citizens. Its international projects have brought more than 650 schools and school rooms to over 55,000 youth and provided clean water, health care and sanitation to one million people around the world.

The organization has received the World's Children's Prize for the Rights of the Child, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit freethechildren.com.



To request more information or an interview with Free The Children co-founders Craig and Marc Kielburger, or another We Day speaker/performer, please contact:

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