



## Empowering Young People to Change The World

WE Day is a celebration of youth making a difference in their local and global communities. WE Schools is the yearlong program that nurtures compassion in young people and gives them the tools to create transformational social change. Together they offer young people the tools and the inspiration to take social action, empower others and transform lives—including their own.

### About WE Day

- Rooted in the belief that every young person has the power to change the world, WE Day brings a generation of young leaders together to prove that no one is alone in their desire for change
- Taking the philanthropic world by storm with events in the US, Canada and the UK, WE Day events are attended annually by 200,000 students from over 10,000 schools
- This stadium-sized event series has seen some of the world's greatest speakers and performers—such as Malala Yousafzai, Selena Gomez, Earvin “Magic” Johnson and Sir Richard Branson to Demi Lovato, Nelly Furtado and Jennifer Hudson—with international activists and WE Day co-founders, Craig and Marc Kielburger, WE Day makes it cool to care
- More than a one-day event, WE Day is connected to the comprehensive year-long, service learning WE Schools program that nurtures compassion in young people, giving them the tools to create transformative social change
- Students can't buy a ticket to WE Day—they earn it through the WE Schools program, by participating in one local and one global action
- This year, WE Day celebrates the Me to We movement – a community of people moving from me thinking to we acting, building a better world, where everyone has the power to speak out, let their voices be heard and make choices that have a positive impact
- WE Day is one of the world's largest non-profit causes on Facebook with over 3.4 million likes and over 1 million followers on Twitter
- Since 2007, youth involved in WE Schools have achieved remarkable results:
  - \$62 million raised for more than 2,500 local and global organizations
  - 19.9 million hours volunteered for local and global causes
  - 7.6 million pounds of food collected by youth
  - 10.5 million hours of silence logged by youth who took a stand for children in developing communities who are denied their rights
- WE Day inspires, engages and empowers youth to lead through service, building compassionate communities and transforming participants into active world-changers in the process. Independent third-party research by US-based social impact consulting firm Mission Measurement has proven that WE Day and the accompanying year-long WE Schools program generate powerful behavioural impacts. To name a few:
  - 91% of students felt strongly about turning their inspiration into action after WE Day
  - 95% of educators said students have demonstrated increased leadership
  - 80% of alumni volunteer more than 150 hours a year

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- Learn about how you can get involved with the WE movement at [www.we.org](http://www.we.org) and stay connected online at:
  - Like WE Day on [Facebook](#)
  - [Twitter](#): @weday @CraigKielburger
  - Official Hashtag: #WeDay
  - [Instagram](#)
  - Visit our [Media Center](#)

## About WE Day Toronto

- WE Day Toronto and the year-round service learning program WE Schools are free to thousands of students across the country thanks to the generous support of partners, including National Co-Title Sponsors RBC and TELUS
- WE Day Toronto will take place on October 1, 2015 at the Air Canada Centre with 20,000 students and educators from more than 900 schools
- We Day Toronto debuted in 2007 at the Ricoh Coliseum with 7,000 students attending and since has grown to 14 annual WE day events across North America and the UK with 200,000 attendees
- Last year, WE Day Toronto brought together renowned speakers and chart-topping musical artists including Kendrick Lamar, Katie Couric, Joe Jonas, Her Majesty Noor of Jordan, Hedley and Col. Chris Hadfield
- In the 2014/2015 school year, students and educators from across Ontario created remarkable social change
  - Over 1500 schools and groups participated in WE Schools' We Scare Hunger campaign, collecting 823,000 lbs. of food for local food banks
  - Over 840 schools, groups and individual youth participants logged a total of 837,300 hours of silence, standing up for children in developing communities silenced by poverty and exploitation as part of WE Schools' We Are Silent campaign
- Example of one school from Toronto who are a part of the WE Schools program: Students from St. Clement Catholic Elementary School are dedicated to change the world and shift it from ME to We. Students organized many initiatives including a bake sale, school dance and dress down day to reach their goal of building a school in India. Locally, they collected and donated 1000 food items to St. Francis Table, and dental hygiene products (1000 toothbrushes and toothpaste tubes) to the Covenant House
- WE Day Toronto will be taped for broadcast on MTV premiering on November 25, 2015 at 10:00 p.m. ET.

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