



WE Day, HRH The Prince of Wales and Prince's Charities Canada announce new Royal Awards to celebrate youth who change the world

-- Sponsored by RBC, The Prince's Youth Service Awards will recognize outstanding Canadian youth who have made a difference in their communities --

-- All young Canadians can apply or be nominated for the awards by visiting weday.com/theprincesyouthserviceawards --

Toronto (September 29, 2015): Today, **His Royal Highness The Prince of Wales, Prince's Charities Canada** and **WE Day** announced a brand new annual awards program to honour exceptional young Canadians who are taking positive actions both here at home and in the global community. **The Prince's Youth Service Awards**, sponsored by RBC, will celebrate active local engagement and service in four categories: **Local Community Development, Global Action, Social Entrepreneurship**, and **Sustainability**. Winners will receive their awards onstage at **WE Day Toronto 2016** in front of thousands of their peers, to celebrate their amazing achievements and inspire others to take action on the local and global causes that are important to them.

Together, **The Prince's Youth Service Awards** and **WE Day** will recognize the commitment of a new generation of young leaders passionate about changing the world, and hope to inspire young people across Canada to build a brighter future.

"The Prince's Youth Service Awards will recognize the most outstanding young Canadian volunteers for their leadership and their service," said His Royal Highness, The Prince of Wales in a special video message to young Canadians. "By celebrating young leaders, we hope to encourage others. Your feats will motivate other young people, your actions will lead to a better world." Watch a special video message from His Royal Highness The Prince of Wales encouraging young Canadians to get involved [here](#).

This incredible honour will be given to those who have distinguished themselves through community service and social action. Young Canadians can apply beginning October 1, 2015. **The Prince's Youth Service Awards** also encourages educators, family and friends to support the applications of young people from their schools or communities who are dedicated to making positive change in the world around them. More information and Award applications are available at: weday.com/theprincesyouthserviceawards

"We are both thrilled and humbled by this amazing partnership with His Royal Highness The Prince of Wales and Prince's Charities Canada," said Craig Kielburger, co-founder of WE Day. "Youth in Canada care about making a difference and we get to see that passion every day. Young people involved with WE Day believe it's cool to care, volunteering over 4 million hours each year for local and global causes. This awards program will give youth the tools to take their passion for change to the next level and inspire others to take action on the issues they care about."

"Supporting youth as they create a meaningful difference in people's lives can have a powerful and lasting effect," added Jennifer Tory, group head, RBC Personal & Commercial Banking. "Young change-makers inspire us all and that's why RBC is proud to support The Prince's Youth Service Awards, to help recognize the achievements of young leaders across Canada and help them take their ideas for change to the next level."



In spring 2016, Award winners for each category will be selected by a panel of judges made up of notable Canadians including Spencer West, ME to WE Motivational Speaker and Free The Children ambassador; Amanda Sherrington, President and CEO of Prince's Charities Canada; Barry Avrich, Partner, BT/A Advertising; Matthew Corrin, Founder and CEO of Freshii; Mike "Pinball" Clemons, CFL Hall of Famer, Vice Chair of the Toronto Argonauts; David Martin, President Horizon Capital Holdings Inc.; and Maureen Dockendorf, BC Ministry of Education Superintendent of Early Years.

"I have had the opportunity to travel across Canada and meet amazing young people who are dedicated to making a positive difference in their schools, community and the world for the better," said ME to WE motivational speaker, author and Free The Children Ambassador Spencer West. "This awards program will support young Canadians as they work towards their goals, and redefine what is possible not only for them as individuals, but for an entire generation."

The winner in each category will receive a hand-carved award statue. They will also receive an invitation to participate in a transformative leadership development program and a bursary towards bringing their ideas to life.

Award categories include:

- WE Are Community Leaders Award
 - Change can start at home. The recipient of this award is taking positive action in their community.
- WE Are Global Leaders Award
 - Changing the world is possible. The recipient of this award is taking action on important global issues.
- WE Are Social Innovators Award
 - Changing the world starts when you think outside the box. The recipient of this award uses innovative solutions to tackle social problems.
- WE Are Agents of Sustainability Award
 - Taking charge of our planet's future is possible. The recipient of this award is dedicated to environmental stewardship and creative solutions to issues facing our environment.

For more information and additional assets, please visit our [electronic press kit](#).

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About WE Day

www.weday.com

About the WE Day Movement

WE Day is the movement of our time – a movement of young people leading local and global change. WE Day celebrates and inspires this generation's shift from me to we – towards acting with intention, leading with compassion, and a belief in the power of community. WE Day is one of the world's largest registered non-profit initiatives on social media, with more than five million followers. This year alone over 200,000 young people will come together in 14 stadium gatherings across Canada, the U.S. and the U.K. to take part in this unprecedented educational initiative.

More than a one-day event, WE Day is connected to a year-long free educational program, WE Schools, which provides educational resources and campaigns to help young people turn the day's inspiration into sustained action. WE Day and WE Schools are cause inclusive, empowering young people to find their passion and create the change they want to see. Together WE Day and WE Schools are a blueprint for building the next generation of global change-makers. For more information, please visit www.we.org

Press Contact:

Julia Thomas
Public Relations and Publicity Associate Director
Free The Children
Julia.Thomas@freethechildren.com
P: 647-463-7004

Matthew J. Rowe
Director, Operations & Partnerships
Prince's Charities Canada
Matthew.Rowe@princescharities.ca
P: 416-576-3969