

WE Day Alberta – Talking Points

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- Media Centre: <https://www.we.org/press>

What is happening at WE Day Alberta?

- On October 22, 2019, we celebrate an unstoppable force for good.
- 16,000 students from over 350 schools and groups across Alberta, who have made a difference in their communities, will come together at Rogers Place for **WE Day** – the world’s largest youth empowerment event of its kind.
- The full-day event features renowned speakers, innovative thought leaders, remarkable youth who are making a positive impact and celebrity speakers and performers, including **Kareem Abdul-Jabbar, Daya, Tyrone Edwards, Rick Hansen, Brett Kissel, Chloe Wilde, Elijah Woods x Jamie Fine**, alongside [WE Charity](#) co-founder, [Craig Kielburger](#) and [more](#).
- Students in attendance at WE Day Alberta can’t buy a ticket; they earned their way by taking action on one local and one global cause of their choice. More than a one-day event, WE Day is connected to the free, yearlong program [WE Schools](#). Designed to enhance a school or community’s existing social initiatives or spark new ones, WE Schools provides participants with curriculum, educational resources and action campaigns, encouraging students to further their curricular learning and develop life skills to succeed beyond the classroom.
- Local youth speakers will take the stage to share words of inspiration about important topics that have impacted young people across Alberta including diversity and inclusion, gender equality, accessibility and Indigenous rights.
- WE Day Alberta is free to thousands of students thanks to partners led by Co-Title Sponsors [RBC](#) and [TELUS](#).
- This extraordinary community of change-makers are raising the bar and setting a new standard for what it means to create positive, lasting change on both local and global levels, for example:
 - In the 2019/2020 school year, WE Schools students and teachers across Canada volunteered over **3.4 million** hours and raised **millions of dollars** in support of **4,760** local and global causes or charities.
 - Madison Tory is a resilient 14-year-old and is the founder of Maddi’s Mission, an organization that brings fleece "Hugs" to children battling illnesses. After recovering from heart surgery and starting her journey as a philanthropist, Maddi will now share her inspiring story with youth across Canada at WE Day. Maddi’s Mission creates fleece scarves with hand-shaped cut-outs on either end that give “Hugs” to children in need with the supported of the WE Are Social Entrepreneurs program, made possible by RBC.

Maddi's "Hugs" are distributed throughout her community and serve as a healing and support for both Maddi and other children with medical needs.

- Local students at Fairview School in Calgary, Alberta are incredibly enthusiastic about taking action and creating an impact. The WE Club created and participated in multiple initiatives including, the school's recycling program, caring for the school's living wall, bake sales, collecting non-perishable food for WE Scare Hunger and local food banks and volunteering at a clothing donation centre. Through their initiatives the student group raised and donated over \$1600 to WE Villages.

WE Day Globally

- Students attending WE Day Alberta are part of a global movement of youth leading change.
- In the 2019/2020 school year there will be 15 WE Day events held across North America, the U.K. and the Caribbean.
- The WE Day magic continues across the country with the inspirational one-hour WE Day special airing **Saturday, Nov. 23 at 7 p.m. ET** on CTV and the CTV App. Made possible by Co-Title Sponsors [RBC](#) and [TELUS](#), the WE Day special will showcase the amazing stories of youth, teachers and families who have taken action to change the world.
- WE Day events are attended annually by more than 200,000 students from over 10,000 schools, thousands watching online and millions more watching through national TV broadcasts across North America.
- More than a one-day event, WE Day is connected to a free service-learning program called [WE Schools](#), which provides unique curriculum, educational resources and action campaigns for students to participate in and take action on local and global issues.

About WE

[WE Day](#) is part of [WE](#)—a family of organizations that makes doing good, doable. [WE](#) is made up of [WE Charity](#), empowering domestic and international change, [ME to WE](#), a social enterprise that creates socially conscious products and experiences to help support the charity, and [WE Day](#), filling stadiums around the world with the greatest celebration of social good.

[WE Charity](#) was founded by [New York Times Bestselling authors Craig Kielburger](#) and [Marc Kielburger](#), in 1995, with a mission to fight child labor. WE has since grown and evolved to address the root cause of child labor - extreme poverty. In the past 24 years, [WE](#)'s programs have empowered over 1 million people with clean water, built 1,500 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education.

[WE](#) enables youth and families to better the world—supporting 7,200+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world.

WE DAY | Alberta

WE's headquarters is based in downtown Toronto at the [WE Global Learning Centre](#), a service and social innovation accelerator for young people, leading them to become the next generation of leaders and towards a brighter future.

Join the movement today at [WE.org](#).

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