



Kendrick Lamar, Katie Couric, Joe Jonas, Her Majesty Queen Noor of Jordan, Hedley, and Col. Chris Hadfield come together at We Day Toronto to inspire young people to change the world

- We Day streams live today from 9 a.m. ET at www.mtv.ca/weday -
- Photos available at www.weday.com/toronto-epk by 3:30 p.m. ET -
- We Day is free to thousands of students thanks to sponsors led by National Co-Titles RBC and TELUS -
- MTV broadcasts one-hour We Day special November 11, 2014 at 8 p.m. ET and on CTV, Saturday, November 22 at 7 p.m. ET -

TORONTO, ON (October 2, 2014) – Today the world's largest youth empowerment event of its kind, [We Day](#), along with Co-Title Sponsors RBC and TELUS, brings together renowned speakers and chart-topping musical artists including **Kendrick Lamar, Katie Couric, Hedley, Queen Noor of Jordan, Joe Jonas, Kweku Mandela, Kardinal Offishall, Nelly Furtado, R5, Col. Chris Hadfield amongst others**, with international activists and co-founders of We Day, **Craig** and **Marc Kielburger**, at [We Day Toronto](#) engaging and inspiring 20,000 students from over 1,000 schools to take action on local and global causes that are important to them.

We Day Toronto highlights some of the greatest social issues of today and provides the young people in attendance, and tens of thousands more watching the event streamed live on MTV.ca, ways in which they can find their place within the movement to create global change. **Liz Trinnear**, Host of Much Countdown and We Day Toronto, will lead the crowd through a day full of powerful educational speeches, inspirational moments and electric performances. A few must-see moments include:

- New to the We Day stage, Grammy®-nominated hip hop recording artist **Kendrick Lamar** makes a SURPRISE appearance performing his new record-breaking single "i" for the first time in front of a live audience.
- We Day alum and fan favourites **Hedley** head straight to the We Day stage after landing yesterday from a Me to We volunteer trip in Ecuador, where they laid bricks and built the walls for a brand new classroom in the community of Bellavista. Youth will be out of their seats for the band's sure to be show-stopping performance of *Crazy For You* and *Heaven In Our Headlights*.
- An energizing performance, cast and choreographed by **Ryan Schell**, will have dancers lead the stadium through the new We Day Dance moves to the remixed track *We Turn It Up* performed by award-winning rap artist **Kardinal Offishall** and international recording artist **Karl Wolf**. Uniting a generation of youth through song and dance, people from all over the world are encouraged to upload videos of themselves and their friends doing the We Day Dance for a chance to have their dance moves featured in a remix [music video](#). Videos shared on Twitter and Instagram including the hashtag #wedaydance will be considered.
- Two generations of great Canadian innovators will collide as **Col. Chris Hadfield** shares the stage with 17-year-old artist, innovator and scientist, **Alex Deans**, who developed the iAid, a navigation belt for the visually impaired that uses four ultrasonic sensors to scan the space around them for potential obstacles, and 29-year-old rocket scientist and advocate for women in technology, **Natalie Panek**, who focuses her time on the cutting edge Canadian space robotics and space exploration programs. Both Alex and Natalie will speak about their revolutionary technology advancements for the good of our planet.



"Today we have chart-topping artists, spoken word poets, dance troops, world-renowned speakers and incredible youth on the We Day stage addressing issues and causes they are passionate about to encourage youth in the audience to find their spark and take action locally and globally," said We Day co-founder Craig Kielburger. "We Day is the inspiration and a celebration for service and the real work starts when these students go back to their classrooms and communities to take action on causes and issues important to them. Since 2007, students involved have been able to achieve remarkable social change raising \$45 million for more than 1,000 local and global causes, collecting 5.6 million pounds of food for local food banks and logging 14.6 million hours of volunteer service."

Free The Children believes that empowerment is at the heart of breaking down barriers to change and creating a world of difference. This year Free The Children, in partnership with RBC, is setting out to help women overseas empower themselves through the [Alternative Income and Livelihood pillar](#) of Free The Children's holistic development model Adopt a Village. Officially launching at today's We Day Toronto, the [Year of Empowerment](#) initiative is aimed at helping 25,000 families develop the skills and resources they need to take charge of their future. There are many ways Canadians can participate in the Year of Empowerment: one of these is the joint Free The Children/RBC [We Create Change](#) coin drive. This year, the annual campaign is raising money to provide families overseas with a source of milk and sustainable income through the gift of a goat. Throughout the school year, students coast to coast will be collecting and rolling up toonies to deposit into a dedicated We Create Change bank account at their local RBC branch—every \$50 collected will purchase a goat. To help get the campaign started and spread the message of #wecreatechange, RBC has also teamed up with chart-topping, MMVA nominated Canadian pop-rock band Neverest to produce a new single, *Someday*, which is debuting on the We Day Toronto stage. The song is available for download on iTunes, with a portion of the proceeds going to the We Create Change campaign.

"Engaging our youth to make a real difference can have a powerful and lasting effect and this year's We Create Change campaign directly supports the important goal of empowering women and, by extension, the lives of their families," noted Jennifer Tory, Group Head, Personal & Commercial Banking, RBC. "The incredible energy and passion of the young Canadians celebrating We Day inspires all of us and RBC is proud to help them create the change they want to see in the world."

Also launched today at We Day Toronto, is the innovative digital community [We365](#), an initiative of Free The Children and TELUS. The free mobile app and website is a community of young dreamers, believers and doers who take small actions, together, for a big impact. We365 allows users to take daily challenges to make the world a better place. Users can explore causes that ignite their passion to change the world, rally their friends, record volunteer hours and make a real impact in their community and planet. For every We365 download, TELUS will give \$5 in support of We Day and educational programs.¹

"Young people today have the drive, dedication and passion to change the world. At TELUS, we are equally as passionate about creating a legacy of giving by empowering youth through technology," said Jill Schnarr, Vice President, Community Affairs, TELUS. "As a proud partner of Free The Children and We Day, we believe that technology can help youth make a real difference in the world. That's why, together with Free The Children, we created We365: to inspire young leaders to make positive social change every day of the year, with the technology they hold right in the palm of their hands."



We Day is the movement of our time – a movement of young people leading local and global change. Taking the philanthropic world by storm with events in Canada, the US and the UK, We Day is one of the world's largest registered charities on social media, with more than five million followers. This year alone 200,000 young people will come together in stadium gatherings in 14 cities to take part in this unprecedented educational initiative. You can't buy a ticket to We Day—young people earn them by taking on one local and one global action. We Day is free of charge to the thousands of students and educators in attendance, thanks to the generous support of sponsors led by National Co-Title Sponsors RBC and TELUS.

More than a one-day event, We Day is connected to the year-long [We Act](#) program, which provides educational resources and campaigns to help young people turn the day's inspiration into sustained action. We Day and We Act are cause inclusive, empowering young people to find their passion and create the change they want to see. By taking action on one local and one global cause, students are equipped with the tools to succeed academically, in the workplace and as active citizens. Together, We Day and We Act form a blueprint for building the next generation of global citizens.

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About We Day
www.weday.com

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¹ to a maximum of \$125,000.