



Queen Noor, Governor General David Johnston, Simple Plan and Martin Luther King III come together at National We Day to inspire young people to change the world

- National We Day will be streamed live starting at 9:30 a.m. ET at www.weday.com -
- Photos from the show will be available at www.weday.com/national-epk by 3:00 p.m. ET -

OTTAWA, ON (April 9, 2014) – Today the world's largest youth empowerment event of its kind, [We Day](http://www.weday.com), supported by National Co-Title Sponsors [RBC](http://www.rbc.com) and [TELUS](http://www.telus.com), is bringing together world-renowned speakers and chart-topping performers including **Queen Noor of Jordan**, **His Excellency the Right Honourable David Johnston**, **Kardinal Offishall**, **Simple Plan**, and **Martin Luther King III** along with international activists and co-founders of Free The Children, **Craig and Marc Kielburger** at [National We Day – Canada](http://www.weday.com) to engage and inspire 16,000 students in attendance to take action on local and global causes that are important to them.

An initiative of [Free The Children](http://www.free-the-children.com), We Day is taking the philanthropic world by storm with events in Canada, the United States and the United Kingdom; and is one of the world's largest charitable causes on Facebook with 3.8 million followers. This year alone, over 180,000 young people will come together in stadiums to take part in this unprecedented educational initiative.

National We Day is bringing some of the greatest social issues of today to the forefront, and providing young people with ways in which they can find their place within the movement to create change. The day-long event will be filled with powerful educational speeches, inspirational advice and electric performances. A few of the must-see moments include:

- **Governor General David Johnston**, will honour four inspiring young people with the Caring Canadian Award on stage.
- A hip-hop/contemporary performance featuring local dance group **Start Up Dance**, performing to a mash-up of *Love Me Again* by John Newman with voiceover excerpts from the late Dr. Martin Luther King Jr.'s *I Have A Dream* speech. This compilation will close with Dr. Martin Luther King Jr.'s eldest son, **Martin Luther King III**, speaking about the importance of education and his involvement in a global movement for change.
- Players from the **Ottawa Senators**, including captain **Jason Spezza** (Centre #19) and alternate captains **Chris Neil** (Right Wing #25) and **Chris Phillips** (Defenceman #4), will be handing out personalized jerseys to the crowd to honour schools for their commitment to improving their local and global communities.
- JUNO Award-winners **JRDN** and **Kardinal Offishall** will get the crowd out of their seats with a performance of their hit song *Can't Choose* to close the show.

The full lineup taking the National We Day stage today includes: **Her Majesty Queen Noor of Jordan**, **Governor General David Johnston**, **The Honourable David C. Onley**, **The Honourable Christian Paradis**, **United States Ambassador to Canada Bruce Heyman**, **Martin Luther King III**, **National Chief Shawn A-in-chut Atleo**, **Waneek Horn-Miller**, **Simple Plan**, **Kardinal Offishall**, **JRDN**, **Neverest**, **Gen & Jas (The Oducado Twins)**, **Ashley Murphy**, **Jennifer Botterill**, **Dana Meise**, **Jason Spezza**, **Chris Phillips** and **Chris Neil** from the **Ottawa Senators**, **Craig and Marc Kielburger**, **Spencer West**, **Hannah Alper** and **Vishal Vijay**. Hi-res photos and bios are available [here](#) for download.

National We Day also sees youth leaders and performers take the stage including 2013 Top 20 under 20 recipient, **Fahd Alhattab**, local youth speakers **Chelsea Wilken** and **Isabelle Poulin**, spoken word artist, **Mustafa Amed**, local dance group **Start Up Dance** and the **Ottawa Youth Orchestra**.

Me to We motivational speaker, author and Free The Children Ambassador Spencer West, will be flying out to the east coast immediately after National We Day for his next big adventure – the We Create

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Change Tour. Along with friends from MMVA-nominated Canadian group Neverest, 11-year-old activist Hannah Alper and other surprise guests, Spencer will embark on a first of its kind 10 week, nine provinces, 90 stop cross-Canada road trip, connecting directly with tens of thousands of young Canadians to celebrate the incredible actions they have taken to provide their peers overseas in developing communities with access to education.

"I've had the opportunity to travel and meet many people in developing communities around the world, and everywhere I go I learn more about the importance of access to education – lifting communities out of poverty and empowering young people to be leaders in their community," said **Spencer West**. "I'm excited to share these experiences and stories with tens of thousands of Canadian youth over the next ten weeks and celebrate their contributions to improving the education of their peers overseas."

An initiative of Free The Children, brought to you by RBC and driven by Ford, the [We Create Change Tour](#) will run from April 11 - June 17, 2014 gathering students and supporters in schools and auditoriums across the country for a dynamic and interactive educational event that will explore the issue of equal access to education. Akin to a 'mini We Day', the event will be headlined by West and will feature incredible stories of young Canadian change-makers, with show-stopping musical performances, firsthand accounts from students and educators from developing countries and countless special surprises.

"We have made a longstanding commitment to invest in and support youth, to help ensure they can be healthy in mind, body and spirit – not only for their own benefit, but for the collective benefit of our local communities and the world," said **Dave McKay**, president, RBC. "Our support of National We Day is one of the many ways in which we are helping empower tomorrow's leaders to make a positive difference."

"At TELUS, supporting youth in our local communities through our "we give where we live" philosophy is something we are extremely passionate about. Returning to National We Day once again this year gives us an opportunity to further extend this passion and influence thousands of students in making a difference in their communities," said **Jill Schnarr**, vice-president, Community Affairs, TELUS. "We're also excited to introduce We365 to our audience today. Built in partnership with Free the Children, this innovative platform combines the power of technology with the popularity of social media to educate, empower and inspire a new network of leaders in philanthropy."

Free The Children and TELUS collaborated together to bring We365 to youth. We365 is a free mobile app and website that enables young people to track and verify their volunteer activities for school, as well as provide the tools needed to fundraise, take action, and amplify messages for thousands of different charities

Students can't buy a ticket to We Day; they earn it through service by making a commitment to take action on at least one local and one global initiative of their choice as part of the year-long educational program, **We Act**. The We Act program supports students and educators with free educational resources, student-led campaigns and support materials to help turn the inspiration of We Day into sustained activation. The program enhances a school's existing service learning initiatives or sparks new ones.

We Day is free of charge to the thousands of students and educators in attendance, thanks to the extraordinary support of sponsors, led by National Co-Title Sponsors [RBC](#) and [TELUS](#).

Stay connected with We Day and Facebook through the following social networking channels:

- Facebook: www.facebook.com/weday
- Twitter: @weday @craigkielburger @freethechildren

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About Free The Children

www.freethechildren.com

About We Create Change Tour

www.freethechildren.com/wecreatechangetour

For more information, please contact:

Lauren Stasila

Associate Director, PR & Publicity

416-558-9310

lauren.stasila@freethechildren.com

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