



We Day Broadcast Talking Points

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About the We Day Broadcast

On August 21st at 8/7pm CT tune in to ABC to watch the first-ever US commercial-free, one-hour broadcast of We Day. Celebrating a generation committed to changing their world, We Day features inspiring stories of young Americans. Joined by host Selena Gomez, Jennifer Hudson, Nick Jonas, Common, Tyrese Gibson, Demi Lovato, The Band Perry and more. We Day is made possible by title sponsor Allstate, presenting sponsors Unilever and Microsoft YouthSpark, and supported by Walgreens and ABC. Check out [we.org](#) for more information. You won't want to miss it!

- The first-ever U.S. national broadcast of [We Day](#) will be airing for one hour, commercial-free on August 21, 2015 at 8pm ET/7pm CT on ABC
- We Day is made possible by title sponsor [Allstate](#), presenting sponsors [Unilever](#) and [Microsoft YouthSpark](#), and supported by [Walgreens](#) and [ABC](#)
- The We Day broadcast will highlight inspiring stories of young change-makers across America coupled with celebrities lending their voice to support the movement – celebrating a generation committed to WE thinking and WE acting
- We Day will spotlight some of today's greatest social issues including bullying, body image, mental illness, ability, access, equality and the environment
- We Day connects young people with a growing movement of their peers who are taking action on issues they're passionate about, and provides a platform for youth to create systemic change at home and around the world
- We Day will feature a star-studded lineup of inspiring young Americans, chart-topping performers and iconic celebrities including:
 - Selena Gomez (@selenagomez) – Actress, multi-platinum recording artist and UNICEF Goodwill Ambassador and host of We Day
 - Jennifer Hudson (@IAMJHUD) – Academy® and GRAMMY® award-winning actress and musician and co-founder of the Julian D. King Gift Foundation and national co-chair of We Day
 - Common (@common) – Award-winning hip-hop artist, actor, founder of the Common Ground Foundation and co-chair of We Day Illinois
 - The Band Perry (@thebandperry) – GRAMMY® Award-winning country music group
 - Tyrese Gibson (@Tyrese) – Four time GRAMMY® nominee, author, producer, and internationally renowned film star
 - Demi Lovato (@ddlovato) – Singer, actress, songwriter and Free The Children ambassador
 - Nick Jonas – (@nickjonas) – Multi-talented recording artist and actor
 - Colbie Caillat (@ColbieCaillat) – GRAMMY® Award-winning pop singer and songwriter



- Macklemore (@macklemore) – GRAMMY® Award-winning hip hop artist
- Earvin “Magic” Johnson (@MagicJohnson) – NBA legend, two-time Hall-of-Famer, entrepreneur and philanthropist
- Josh Gad (@joshgad) – Actor, entertainer and comedian
- Paul Rudd – Actor, comedian, writer and producer
- Shay Mitchell (@shaymitch) – Actress from the hit television series Pretty Little Liars
- Kenny “Babyface” Edmonds (@KennyEdmonds) – 11-time GRAMMY® Award-winning R&B musician, singer–songwriter and record producer
- Lupe Fiasco – (@LupeFiasco) – Hip-hop artist, record producer and entrepreneur
- Kid President (@iamkidpresident) – 11-year-old Robby Novak, YouTube sensation
- Rico Rodriguez (@StarringRico) – Actor from the hit television series Modern Family
- Raini Rodriguez (@Raini_Rodriguez) – Singer and actress on Disney® Channel’s Austin & Ally
- Craig and Marc Kielburger (@craigkielburger) – International activists and co-founders of We Day
- Tom Wilson (@Allstate)– Chairman and CEO of The Allstate Corporation and co-chair of We Day Illinois
- Rob Candelino (@RobCandy)—Vice President of Marketing at Unilever
- Ezra Frech (@TeamEzra05) – 9-year-old athlete and motivational speaker
- Ally Del Monte (@Loser_Gurls) – Singer, songwriter, blogger and activist
- Jessica Carscadden – 11-year-old inspiration who is passionate about giving back to others
- Imani Henry – Literacy champion and founder of the 100 Men Reading program
- Gabrielle Demarco – Socially conscious teen, passionate about the environment and sustainability
- Maurice Young – Anti-violence activist in Chicago
- Razia Hutchins – Creator of the “I Am For Peace” campaign to promote peace and stop violence in Chicago
- Aashin Amin – 16-year-old environmental activist, passionate about clean water and environmental degradation
- Water Champions – A socially conscious family passionate about helping others in their community and abroad
- Abril Vela – DigiGirl and champion for girls in computer coding and STEM programs

About the We Day Movement

- 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 the US, Canada and the UK, throughout the 2014/2015 school year, over 200,000 young people came together in stadium gatherings in 14 cities to take part in this unprecedented educational initiative
- We Day events bring together world renowned speakers and performers – from Malala Yousafzai, Magic Johnson and Sir Richard Branson to Demi Lovato, Orlando Bloom, Selena Gomez and Jennifer Hudson – with international activists and We Day co-founders, Craig and Marc



Kielburger, to share their passion for change, international experiences and energize the crowd with unforgettable performances and motivational speeches

- More than a one-day event, We Day is connected to the year-long We Schools program, 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
- You can't buy a ticket to We Day – young people earn them by committing to take action on one local and one global cause of their choice. We Day provides a platform for youth to learn about some of today's pressing social issues, helping to inspire them to become leaders and global citizens and to take action on causes most important to them