



## WE Day Broadcast 2016 Talking Points

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### About the WE Day Broadcast

- WE Day is a commercial-free national broadcast airing on **August 28, 2016** at 7 p.m. ET/6 p.m. CT on ABC
- WE Day celebrates the transformative power of individuals acting together, inspiring action through the stories of every day Americans making extraordinary impact in their homes, schools and country
- The second annual **WE Day broadcast highlights 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
- Bringing families together for an evening of empowering conversations about important and timely social issues – from equality to environmental issues, homelessness to inner city violence – WE Day will spark ideas and inspire action
- WE Day is made possible by Title Sponsor [Allstate](#) and presenting sponsors [Unilever](#), [Walgreens](#) and [Microsoft](#)
- WE Day features a star-studded lineup of inspiring young Americans, chart-topping performers and iconic celebrities including:
  - Charlize Theron
  - Demi Lovato
  - Seth Rogen & Lauren Miller Rogen
  - Selena Gomez
  - Big Sean
  - Rowan Blanchard
  - Ciara
  - Jacob Tremblay
  - Zooey Deschanel
  - Tyrese Gibson
  - Joe Jonas
  - David Foster
  - Paula Abdul
  - Amandla Stenberg
  - Rico Rodriguez
  - Raini Rodriguez
  - Kermit the Frog and members of The Muppets
  - Craig and Marc Kielburger
- Learn more at [www.we.org](#)



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## About the WE Movement

- **WE** is a movement that brings people together and gives them the tools to change the world.
- **WE Day** is the manifestation of the WE movement. People coming together, filling stadiums around the globe to experience the greatest classroom in the world for a full day, live event
- You can't buy a ticket to WE Day. You earn your entry by taking action on one local and one global cause
- WE Day brings together world-renowned speakers and award-winning performers with millions of young people and families to celebrate and inspire another year of incredible change
- Through live webcasts in school gyms and national primetime broadcasts in multiple countries, WE Day proves that together, WE will change the world



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