



WE Day Special 2017 – Talking Points

[@WEMovement](#) • [#WEDay](#) • [WE.org](#)

About the WE Day Special

- WE Day is a U.S. national broadcast airing on **August 4, 2017** at 8 p.m. ET/7 p.m. CT on CBS
- WE Day celebrates the transformative power of individuals acting together, inspiring action through the stories of everyday Americans making extraordinary impact in their homes, schools and country
- The third annual **WE Day Special highlights remarkable young Americans who are making a difference** coupled with motivating speeches, comedic interludes and celebrity performances—bringing families together for an evening of empowering conversation and inspiring action, uniting Americans to stand together for change
- Highlighting some of the most important social issues facing America and the world today—from equality and accessibility, to homelessness and poverty, to inner city violence and social activism, to education and literacy – WE Day unites likeminded individuals and provides a platform for youth and families to create change in their communities and around the world
- WE Day is brought to you by Title Sponsor [The Allstate Foundation](#), alongside Presenting Partners [Unilever](#), [Walgreens](#) and [Microsoft](#) and Supporting Partner, [KPMG](#)
- Hosted by **Selena Gomez**, the WE Day Special features star-studded lineup of speakers and performers including:
 - Alessia Cara with STOMP
 - Josh Gad
 - Tyrese Gibson
 - Alicia Keys
 - DJ Khaled
 - Demi Lovato
 - Mpumi Nobiva
 - Miss Piggy
 - Fozzie Bear
 - Statler & Waldorf
 - Lilly Singh
 - Craig and Marc Kielburger
 - With special appearances by:
 - James Franco
 - Evan Goldberg
 - Hannah Simone
 - Seth Rogen
 - And surprise appearance by Oprah Winfrey
- Learn more at www.we.org



BROUGHT TO YOU BY



Allstate
Foundation

PRESENTED BY



Walgreens
at the corner of **happy & healthy**





About WE Day

WE Day is the manifestation of WE, a celebration of people coming together and 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—people earn their entry by taking action on one local and one global cause. WE Day unites world-renowned speakers and award-winning performers with thousands of young people and families to celebrate and inspire another year of incredible change.

- WE Day celebrates and inspires this generation's shift from me thinking to we acting, building a better world where everyone has the power to speak out and make choices that have a positive impact
- Taking the philanthropic world by storm with 17 events in Canada, the U.S. and U.K., WE Day events are attended annually by 200,000 students from over 10,000 schools
- This series of stadium-sized events makes it cool to care, featuring some of the world's greatest speakers and performers—such as Malala Yousafzai, Selena Gomez, Earvin "Magic" Johnson, Russell Wilson and Demi Lovato to Kermit the Frog, Charlize Theron and Seth Rogen—with international activists and co-founders of WE, Craig and Marc Kielburger
- More than a one-day event, WE Day is connected to the comprehensive yearlong, service learning WE Schools program which provides unique curriculum, educational resources and action campaigns to help students develop the leadership skills to succeed academically, in the workplace and as active citizens
- Since 2007, youth involved in WE Schools have achieved remarkable results:
 - \$79 million raised for more than 6,500 local and global organizations
 - 27.6 million hours volunteered for local and global causes
 - 9.8 million pounds of food collected by youth for local food banks
- WE is one of the world's largest non-profit causes on Facebook with over 3.3 million likes and almost 1 million followers on Twitter
- In a 2015 study, current and former WE Schools participants were 2.5 times more likely to have a long term commitment to a social cause, 2.3 times more likely to use their professional skills to solve social problems and 1.2 times more likely to report that they had voted in the prior election than their non-participant peers
- Learn about how you can get involved with WE at WE.org and stay connected online:
 - #WEDay
 - [Facebook](#) @WEMovement
 - [Twitter](#) @WEMovement
 - [Instagram](#) @WEMovement
 - Visit our [Media Centre](#)



BROUGHT TO YOU BY



PRESENTED BY

