



WE Brightens Up the Holidays with World-Changing Gifts that Last a Lifetime

- *Cyber Weekend (Nov 25 – 28) online purchases of world-changing giftables from WE.org will deliver TWICE the impact -*
- *Giving Tuesday (Nov 29) charitable donations deliver FIVE TIMES the impact –*
- *Paula Abdul, Jilly Black and Serena Ryder brighten up the holiday season with a new holiday tradition -*

TORONTO, ON (November 24, 2016) - [WE](http://WE.org), a movement that brings people together and gives them the tools to change the world, empowers Canadians this holiday season with opportunities to make the world a better place through products and donations that make life-changing impacts across the globe. Through WE's 2016 holiday campaign, WE Believe, Canadians are unwrapping a world of opportunity as WE matches the impacts of gifts and donations over Cyber Weekend and Giving Tuesday.

"When you give a gift of impact, you provide families here and around the globe the chance to lead healthy lives filled with possibility," said Craig Kielburger, co-founder of WE. "With the generous support of Canadians, a better world is possible and together we can create sustainable change that lasts a lifetime."

Gift-givers can make a difference by purchasing products from [ME to WE](http://MEtoWE.org), a social enterprise that creates socially conscious products and experiences that allow people to do good through their everyday choices. Each purchase of a ME to WE product provides a life-changing impact like access to clean water or school supplies to a community overseas. From stocking stuffer Rafiki Bracelets to bespoke statement jewelry, ME to WE has gifts for everyone on their holiday list, including one-of-a-kind artisan pieces handcrafted by women in Kenya and Ecuador. During Cyber Weekend, November 25 to 28, ME to WE will match the impact of every purchase made [online](http://MEtoWE.org), impact for impact, donating the funds to sustainable international development projects. Also available through ME to WE is the new **WE Gift Card**, offering the choice to shop products, donate, or both, all with one impactful card.

Holiday donors can also donate to [WE Charity](http://WECharity.org), the charitable division of WE that empowers change with resources that create sustainable impact at home and around the world. Support of WE Charity helps lift communities out of poverty with gifts of education, water, health, food and opportunity. Beginning on Giving Tuesday, November 29, and through to Tuesday December 6, thanks to the support of generous donors, [donations](http://WECharity.org) made to WE Charity will be matched to create five times the impact, helping empower more people to break the cycle of poverty.

This year, WE encourages communities around the world to come together and brighten up the season by taking part in creating their own [WE Lights](http://WELights.org), a new holiday tradition. WE Lights act as a reminder that when we come together, we can make the world a brighter place. WE Lights inspires people to create a unique light display in their homes, offices and schools to show their commitment to live WE and make a difference in the world. Notable celebrities, including **Paula Abdul, Jilly Black** and **Serena Ryder**, have pledged their commitment to live WE and brighten up their holidays with WE Lights.

Paula and others show the world how easy it is to join the WE Movement and brighten up this season in the newly released [WE Lights "how to" video](http://WELights.org), available on we.org. Canadians across the country can join in by creating their own WE Lights display and showing their commitment to making the world a better place by taking the WE Pledge.

A better world is yours to give this holiday season. Learn how you can make an impact at WE.org

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Official Hashtag: #WEBelieve

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About WE

WE is a movement that brings people together and gives them the tools to change the world. A unique family of organizations, WE is made up of two divisions: WE Charity and ME to WE. WE Charity is the charitable division that empowers change with resources that create sustainable impact through the charity's domestic programming like WE Schools and internationally through the sustainable development model, WE Villages. ME to WE is a social enterprise that creates socially conscious products and experiences that allow people to do good through their everyday choices. Join the WE movement today at WE.org.