

## Lilly Singh, Johnny Orlando, Kenzie Ziegler, Lights, Scott Helman and more celebrate young change-makers at WE Day Alberta

- Bios, photos and information for WE Day Alberta available on the [Electronic Press Kit](#) –
- WE Day Alberta will stream live at 9:00 a.m. MT on October 12, 2018 at [we.org/watchweday](http://we.org/watchweday) –
- WE Day Alberta is free to thousands of students thanks to partners led by National Co-Title Sponsors [RBC](#) and [TELUS](#) –

**Edmonton (October 12, 2018)** – Today, [WE Day](#), arrives in Edmonton for the first-time bringing together over 16,000 students and educators to Rogers Place in celebration of young people committed to making a difference in the world through local and global actions. This powerful event features renowned speakers, innovative thought leaders and dynamic performers with WE co-founder **Craig Kielburger**, co-hosts **Keshia Chanté** and **Tanner Zipchen**, alongside youth co-hosts **Millie Davis** and **Tai Young**, with **Celebrity Marauders**, **Adrianne Haslet**, **Scott Helman**, **Shawn Hook**, **Lights**, **Jesse Lipscombe**, **Premier Rachel Notley**, **Johnny Orlando**, **David Patchell-Evans**, **Lilly Singh**, **Margaret Trudeau**, **Esera Tuaolo**, **Spencer West**, **Kenzie Ziegler** and more.

"It feels amazing to be at WE Day Alberta performing for the thousands of young change-makers here," said **Johnny Orlando**, singer-songwriter. "I'm grateful to be a part of a celebration dedicated to youth following their passion to make a difference in the world. I really believe that when you follow your passion, anything is possible—today is an example of that and it's so inspiring."

Speakers and performers at WE Day Alberta will energize the crowd through a day filled with powerful educational speeches, inspirational moments and empowering performances. A few must-see highlights include:

- Entertainer and Girl Love Founder, **Lilly Singh**, brings #GirlLove to Alberta as she shares the impacts of her third partnership with WE, #GirlLove 3.0—a share and pair Rafiki and necklace supporting girls primary education in Kenya, Ecuador and India.
- Singer-songwriter, **Johnny Orlando**, and singer, actress and dancer, **Kenzie Ziegler** perform their hit viral song "What If".
- Global Advocate for Amputee Rights, dancer, blade runner and adventurer, **Adrianne Haslet**, reminds the WE Day audience of the power of community and to find strength in each other when faced with adversity

More than a one-day event, WE Day is connected to the free, yearlong educational program [WE Schools](#). The program is designed to enhance a school or community's existing social initiatives or spark new ones. WE Schools provides participants with curriculum, educational resources and action campaigns, encouraging students to further their curricular learning and develop life skills to succeed beyond the classroom. In the 2017/2018 school year, WE Schools participants across Alberta volunteered more than 850,000 hours and raised over \$1.7 million in support of over 500 local and global causes including hunger, poverty, the environment and bullying.

WE Day is free of charge to students and educators across Canada thanks to the generous support of sponsors led by National Co-Title Sponsors [RBC](#) and [TELUS](#). This means students can't buy a ticket to WE Day Alberta—youth from across the province earn their way by taking action on one local and one global issue of their choice.

“From taking action on mental well-being, food insecurity and bullying, to access to education and supporting clean water projects, the young people coming together today for WE Day Alberta show us that kindness, compassion and inclusivity paired with the determination to do good makes a real impact in the world,” said **Craig Kielburger**, co-founder of WE. “Not only are we celebrating the achievements made by tens of thousands of students from across Alberta, we are continuing to inspire and be inspired as they embark on another school year of creating positive social change.”

WE Day Alberta is supported by local co-chairs Bill & Sabrina Elkington, Co-Founders of the Erika Legacy Foundation; Leon Draisaitl, Forward, Edmonton Oilers; Ed Sims, President and CEO, WestJet; and Rob Geremia, President, Boardwalk REIT. Nationally, WE Day is supported by Jennifer Tory, Chief Administrative Officer, RBC; Darren Entwistle, President and CEO, TELUS; Elio Luongo, CEO, KPMG Canada; Bill Thomas, Chairman, KPMG International; Andrew Williams, CEO, DHL Canada; Jeffrey Latimer, President, Jeffrey Latimer Entertainment; The Honourable David C. Onley, Former Lieutenant Governor of Ontario; and Chief Perry Bellegarde, National Chief, Assembly of First Nations. Globally, WE Day is supported by Dave McKay, President and CEO, RBC; Hartley Richardson, President and CEO, James Richardson & Sons Limited; David Aisenstat, CEO, Keg Restaurants Ltd.; and Craig Burkinshaw, Co-Founder, Audley.

**Stay connected on the latest news and updates on WE Day:**

#WEday | @WEmovement | [Facebook](#) | [Twitter](#) | [Instagram](#) | [Media Centre](#)

-30-

**About WE**

WE Day is part of WE—a family of organizations making doing good, doable. WE is made up of WE Charity, empowering domestic and international change, ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity, and WE Day, filling stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world—supporting 7,200+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, WE teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,500 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at [WE.org](#).

**About RBC**

[www.rbc.com/futurelaunch](http://www.rbc.com/futurelaunch)

**About TELUS**

[www.telus.com/endbullying](http://www.telus.com/endbullying)

**For more information of WE Day or to request an interview, please contact:**

Sarah Evans  
Associate Director, Public Relations, WE Day  
1-647-462-0654  
[sarah.evans@we.org](mailto:sarah.evans@we.org)

Natalie McMullin  
Senior Coordinator, Public Relations, WE Day  
1-437-580-5516  
[natalie.mcmullin@we.org](mailto:natalie.mcmullin@we.org)