



Ambassador Bruce Heyman, Kweku Mandela, Marlee Matlin, Amanda Lindhout and Kardinal Offishall announced to join 16,000 local youth at National We Day

- Apply for media accreditation to attend We Day at www.weday.com/press -
- Full bios, photos and information on We Day available at [National We Day](#) -
- National We Day is free to thousands of students thanks to National Co-Title Sponsors RBC and TELUS

Click to tweet: .@weday announces #WeDay #National lineup incl. @BruceAHeyman @kwekumandela @MarleeMatlin @AmandaLindhout @KardinalO

OTTAWA ON. (March 11, 2015) – Today, **We Day** and National Co-Title Sponsors RBC and TELUS announce the star-studded lineup of speakers and performers for **National We Day** taking place on April 1, 2015 at the Canadian Tire Centre. National We Day will bring together 16,000 students and teachers in an inspirational setting celebrating the commitment they have made to take action locally and globally.

Taking to the stage this year is a cast of returning favourites and new faces, including **Ambassador Heyman, Kardinal Offishall, Marlee Matlin, Scott Helman, Kweku Mandela** and **Amanda Lindhout**. Also announced today are National We Day co-hosts, VJ and host of the MUCH COUNTDOWN **Liz Trinneer**, and E! host **Tyrone Edwards**. Along with others, this all-star lineup will join 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.

"I feel super hyped to once again have the opportunity to be involved with We Day," said Award-winning rap artist, music producer and Free The Children ambassador, Kardinal Offishall. "It has been a phenomenal experience to see the movement of We Day grow. The feeling is like nothing else when you see youth in the crowd realize the impact they have to make a difference in the world."

"Today's generation of young people – the Me to We generation – have the power to create and lead real systemic change through We Day, Canada's national celebration of service," said We Day co-founder Craig Kielburger. "Over 200,000 students, coast to coast from 5,000 schools, earn their tickets to We Day by committing to take action on local and global causes they care about. They are truly moving the needle on some of today's most important issues."

We Day is the movement of our time – a movement of young people leading local and global change. We Day celebrates and inspires this generation's shift from *me* to *we* – towards acting with intention, leading with compassion, and a belief in the power of community. We Day is one of the world's largest registered charities on social media, with more than five million followers. This year alone hundreds of thousands of young people will come together in stadium-sized events in 14 cities to take part in this unprecedented educational initiative.

You can't buy a ticket to We Day. Young people earn them by committing to take action on local and global causes 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 the issues most important to them. We Day is free of charge to the thousands of students and educators in attendance, thanks to the generous support of National Co-Title Sponsors [RBC](#) and [TELUS](#).

More than a one-day event, We Day is connected to the year-long [We Act](#) program, which provides educational resources and campaigns to help young people turn the day's inspiration into sustained action.



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We Day and We Act are cause inclusive, empowering young people to find their passion and create the change they want to see. Together, We Day and We Act are a blueprint for building the next generation of global citizens.

The full list of speakers, performers and presenters announced to date include:

- **Ambassador Bruce Heyman and Mrs. Heyman** (@BruceAHeyman) – United States Ambassador to Canada
- **Marlee Matlin** (@MarleeMatlin) – Academy Award-winning actress and devoted social activist
- **Kardinal Offishall** (@KardinalO) – Award-winning rap artist, music producer and Free The Children ambassador
- **Scott Helman** (@ScottHelman) – Canadian singer and songwriter
- **Shawn Desman** (@DaRealSD) – Platinum-selling and Juno Award-winning recording artist
- **Amanda Lindhout** (@AmandaLindhout) – Canadian author, humanitarian, speaker and activist
- **JRDN** (@JRDNmusic) – Juno Award-winning artist and Free The Children ambassador
- **Kweku Mandela** (@kwekumandela) – Social advocate, filmmaker, and grandson of President Nelson Mandela
- **Mia Farrow** (@MiaFarrow) – Award-winning actress and activist
- **Andee** (@andeeofficial) – Canadian recording artist
- **Jessica Tyler and Ricardo Hoyos** (@Degrassi) – Cast members from the Emmy-nominated TV series DEGRASSI
- **Neverest** (@neverestmusic) – Chart-topping MMVA-nominated Canadian pop-rock band
- **Liz Trinnear** (@liztrinnear) – VJ, host of the MUCH COUNTDOWN, and co-host of National We Day
- **Tyrone Edwards** (@mr1LOVETO) – Host of E! and co-host of National We Day
- **Mustafa the Poet** (@MustafaThePoet) – 18-year-old poet, writer, actor and emcee
- **Craig and Marc Kielburger** (@craigkielburger) – International activists and co-founders of We Day
- **Spencer West** (@spencer2thewest) – Me to We motivational speaker, Free The Children ambassador and author
- **Start Up** (@startupdance) – Local dance group
- **Taylor Conroy** (@destroynormal) – Founder and CEO – Change Heroes
- **Hannah Alper** (@ThatHannahAlper) – 12-year-old Me to We inspirational speaker, Free The Children ambassador, blogger and youth activist
- **Ashley Rose Murphy** (@AshleyRose_FTC) – Motivational youth speaker

Stay connected:

- Like We Day on Facebook: facebook.com/WeDay
- Twitter: @WeDay @CraigKielburger
- Official Hashtag: #WeDay

About We Day

www.weday.com



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