



me to we

Better choices for a better world

ABOUT ME TO WE

An innovative social enterprise, Me to We provides people with better choices for a better world, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We's net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission.

Me to We takes pride in measuring the bottom line, not by dollars earned, but by the number of lives we change and the positive social and environmental impacts we make.

In the past year alone, there were:

- 208,037 gallons of water, 12,631 pounds of solid waste, 454 trees and 43,194 pounds of greenhouse gases saved by printing Me to We books on post-consumer waste recycled paper
- hundreds of thousands of pounds of pesticides saved by using organic cotton in Me to We clothing
- 92,121 trees planted to offset carbon emissions
- 275,000 people inspired by Me to We speakers, books and leadership programs
- 8 summer leadership academies held across North America, inspiring 439 young leaders
- 145,600 volunteer hours served by 1,300 travellers including youth, families and corporate groups on Me to We trips
- 500 Maasai mothers in employed full-time as Artisans and more!

To learn more about Me to We check out:

- www.metowe.com/press
- www.facebook.com/metowe
- www.youtube.com/metowe
- www.flickr.com/groups/metowe
- www.twitter.com/realmetowe

A message from Craig Kielburger, Co-Founder, Me to We:

<http://www.youtube.com/watch?v=7SVWHLzji-o>

Me to We Books

Our books share stories that transform your life and the world around you. They are your very own guides to changing the world. Our award-winning and bestselling collection includes step-by-step textbooks for young world-changes, creative non-fiction for young adults, memoirs that are sure to inspire and classroom resources. Readers aren't just purchasing a book; they're becoming a part of a movement. Additionally, Me to We's Buy a Book, Give a Book promise ensures that for every Me to We book purchased, a notebook will be given to a child in a developing country. More information on Me to We Books can be found at www.metowe.com/shop/.

Me to We Leadership

Every person has a leader inside of them. Regardless of age or experience, we all possess our own leadership style—an inner strength and drive just waiting to be discovered. All it takes is the right encouragement to draw it out and let it flourish. Me to We Leadership shows young people how to fully unleash that power and make an impact on the world. Me to We Leadership inspires youth to take action through interactive workshops, seminars and international week-long leadership academies. Passionate young facilitators use innovative curriculum and activities to create an open, fun and engaging learning environment. Empowering youth with leadership skills, education inspiration and action tools, Me to We Leadership shows the world that we are the generation we've been waiting for. More information on Me to We Leadership can be found at www.metowe.com/leadership/.

Me to We Speakers

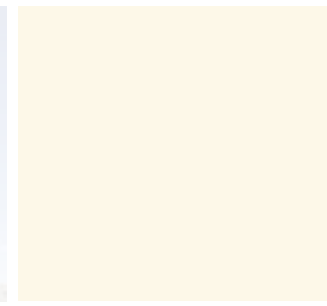
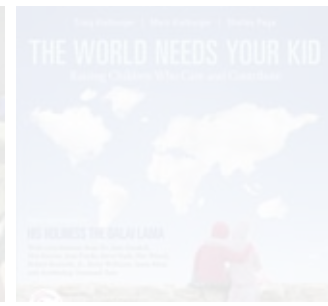
Inspirational and motivational, Me to We speakers will tailor a passionate keynote to your event, whether it's a corporate, educator, student, or faith-based conference, general meeting, client appreciation event or family gathering. With their experiences as humanitarians, social activists, entrepreneurs, youth leaders and more, our speakers inspire and captivate hundreds of thousands of people each year. More information on Me to We Speakers can be found at www.metowe.com/speakers.

Me to We Trips

Me to We Trips opens a world of learning and adventure. Travel to fascinating places, become immersed in new culture and explore social and environmental issues. Volunteer alongside local communities, develop friendships and support community development in places like Kenya, Ecuador, India, China or Arizona-Mexico. With year-round volunteer and leadership trips for youth, Me to We Trips also offers customized experiences for schools, families and corporate groups. It's truly a global learning experience unlike any other. More information on Me to We Trips can be found at www.metowe.com/trips/.

Me to We Style

Me to We Style is a new social enterprise that is committed to providing ethically manufactured, quality apparel for the socially-conscious consumer. Our product line is domestically produced, sweatshop-free and made using certified organic cotton and viscose from bamboo. By manufacturing our clothing in Canadian factories that pay adult workers a fair wage, we ensure that parents make enough to care for themselves and their children. By using organic cotton, we ensure that toxic chemicals aren't harming people, animals or the earth we share. And by donating half of our profits to Free The Children, we ensure that a better life is created for children and their families in rural and impoverished areas across the globe. More information on Me to We Style can be found at www.metowestyle.com/.



FAQs

What is the Me to We all about?

Me to We is about a shift in consumer thinking. Me to We creates lifestyle experiences for the conscious consumer who wants to contribute to a better world while supporting Free The Children's international development work. Me to We transforms consumers into world-changers, one transaction at a time, and measures the bottom line not by dollars earned but by number of lives we change and the positive social and environmental impact we make.

Who founded Me to We?

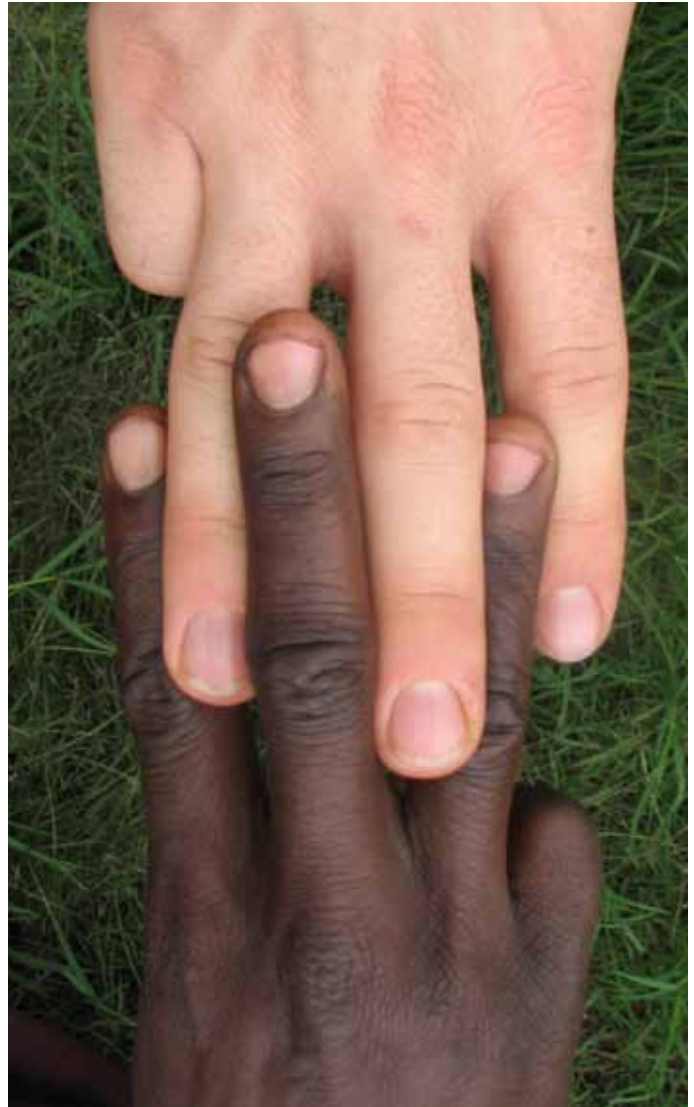
Me to We began simply: with two brothers, and one simple idea. As founders of Free The Children, Craig and Marc Kielburger witnessed countless times how every great change begins with small, positive actions—and how such actions not only help humanity as whole, but transform the life of the individual taking action. With input from the world's leading experts on social action, Craig and Marc turned this idea into a philosophy of social entrepreneurship, which remains at the heart of Me to We today.

How do Me to We and Free The Children work together?

Each branch of the Me to We tree is designed to support Free The Children's work at home and abroad. Volunteers on a Me to We trip help build schools. Speakers carry a message of action and hope. Leadership facilitators teach about youth leadership for global change. In addition, Me to We is also structured to offset Free The Children's expenses and help provide pro bono services to its efforts—contributions valued at well over a million dollars annually.

Where can you purchase Me to We products and experiences?

Me to We products and experiences can be purchased online at www.metowe.com/shop or in person at the Me to We retail store located at: 223 Carlton St. (Carlton & Parliament) • Toronto, Ontario • M5A 2L2



Where are the Me to We offices located?

Our international headquarters are in downtown Toronto at the following address:
225 Carlton St. • Toronto, Ontario • Canada M5A 2L2

We also have an office in Vancouver:
291 East 2nd Ave. Suite 301 • Vancouver, BC • V5T 1B8

For all media inquiries:

Please email pr@metowe.com