

FOR IMMEDIATE RELEASE

EF Educational Tours and Me to We partner to empower students to give back with international volunteer school trips

Toronto, ON –September 13, 2010 – EF Educational Tours and Me to We – a family of social enterprises that supports the work of international children’s charity, Free The Children – have combined their expertise to develop a series of volunteer-based tours, or Voluntours, where students will help provide valuable volunteer service in impoverished communities in which Free the Children is active.

“Today’s students are tuned into what is going on in our world. They want to make a difference and be active participants both locally and globally,” said Nicole Asquith, Vice-President, EF Educational Tours. “Additionally, our experience with our teacher partners is that they are always finding new ways to educate and motivate their students. Partnering with Me to We means we can deliver an excellent opportunity for students and teachers to accomplish this.”

On a Voluntour, students and educators’ eyes will open to the world as they get their hands dirty digging wells, laying foundations for schools and teaching local children within Free The Children’s development project communities. They will take part in local traditions, share discussions on social issues and witness challenges facing local communities – and return home with a new perspective and an enormous sense of pride and accomplishment in having made a real impact on the children and communities they visited.

From rural China or the mountains of Ecuador to ancient traditions of India to the heartbeat of Africa in Kenya and the great scapes of Arizona, these incredible cultural experience trips give students hands-on cultural education and community service opportunities unlike any other.

“The Voluntour adventures give our students and educators a first-hand understanding of global issues, empowering them to become advocates for change in the world,” said Janice Sousa, Executive Director, Me to We Trips. “I believe these unique trips will be a life-changing experience for all participants.”

“Me to We and EF share similar goals – exposing students to the world around them and breaking down barriers of language, culture and geography,” said Nicole Asquith. “It is exciting to be a part of giving Canadian students the chance to help other young people and enrich their own lives towards becoming global citizens.”

To learn more, please visit eftours.ca/efvoluntours or call 1-877-387-1463.

About EF Educational Tours

EF Educational Tours is the world's leading educational travel company. Offering educational tours since 1965, EF helps educators enrich what they teach in the classroom with programs that provide students with the opportunity to "learn it by living it."

About Me to We Trips

Me to We Trips opens a world of learning and adventure. Travel to fascinating places, become immersed in new cultures 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.

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