

Talking Points

Me to We Eco-Friendly School Supplies

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1. Thursday June 19, 2014, [Me to We](#) and [Staples](#) – together with Me to We co-founder Marc Kielburger, Me to We CEO, Roxanne Joyal, VP of Merchandising at Staples, Pete Gibel, 11-year-old activist and eco-blogger Hannah Alper, hundreds of students, teachers, and Canadian R&B singer, JRDN – launched Me to We's first line of eco-friendly school supplies with an impact.
2. The launch event will be streamed live at www.metowe.com/watch (10:00 a.m. ET).
3. Me to We partners with Staples and ACCO Brands to launch its first line of eco school supplies with a global impact that will directly help thousands of children in Latin America, Africa and Asia receive access to education.
4. Each product purchased from the line gives a life-changing gift directly to a child or family in a Free The Children community overseas so they are free to learn without the battles against hunger, thirst, disease and financial restraints.
5. For the first time, students and parents across Canada have the power to make a difference with their back to school purchases. Each backpack provides a student overseas with school supplies for one year. For every binder purchased a new tree will be planted, and lunch bags provide a child with a healthy meal. Reusable water bottles provide one year of clean drinking water for one person.
6. As a part of Me to We's [Track Your Impact](#) initiative each product comes with a unique eight-digit code where buyers can go online, metowe.com/track-your-impact, to track exactly where their purchase gave a life-changing gift.
7. Gifts include: school supplies, clean water, healthcare, healthy meals, farming seeds and planted trees.
8. All products are made from eco-friendly materials like recycled water bottles and post-consumer paper.
9. A total of 16 items have been created in variety of bright colours and pattern for the collection by Me to We. The line of school supplies extends from backpacks and lunch bags to iPhone cases, notebooks and beyond. Prices range from \$1.50 – \$29.96 CAD.
10. Me to We's line of school supplies will be sold exclusively at Staples locations across Canada and online at www.staples.ca.

For product shots, b-roll and other press materials please contact:

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