

#8MILLIONREASONS



WE HAVE #8MILLIONREASONS TO PUT CHILDREN FIRST – WHAT’S YOURS?

On November 20th join us in celebrating National Child Day!

National Child Day recognizes and celebrates our country’s commitment to upholding the rights of children and two critical, historic events:

- the 1959 signing of the UN Declaration of the Rights of the Child
- the adoption of the UN Convention on the Rights of the Child in 1989.

2019 marks the 30th anniversary of the United Nations Convention on the Rights of the Child. The Convention contains 54 articles and clearly sets out the rights of children. We’re celebrating with events from coast to coast to coast – and you can help amplify the celebration on social media!

Everyday we are putting children first. Children are 25% of our population and 100% of our future. There are 8 million children in Canada – that’s #8MillionReasons to put children first – what’s your reason? This National Child Day we are asking you to share what your reason is for putting children first.

With your help we can bring awareness to this national day and celebrate the #8MillionReasons why we need to continue to put children first. Every tweet, post, and share helps to spread the word and involve more Canadian adults and youth in this critical conversation.

This year we are thrilled to share that TELUS has agreed to donate \$1 for every tweet or post that uses the hashtag #8MillionReasons up to a maximum of \$50,000. Thank you TELUS!

HERE'S HOW YOU CAN BE INVOLVED ON SOCIAL MEDIA

FOLLOW US

Twitter: @children1stca

Facebook: @childrenfirstcanada

Instagram: @children1stca



TWEET

There are 8 million kids in Canada - #8MillionReasons to put children first - mine is _____.

@children1stca #nationalchildday

I'm committed to putting children first! There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@children1stca #nationalchildday

Children are 25% of our population and 100% of our future. There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@children1stca #nationalchildday

You can also RETWEET any @children1stca tweets that relate to #8MillionReasons on National Child Day, November 20, 2019.

POST ON FACEBOOK

There are 8 million kids in Canada - #8MillionReasons to put children first - mine is _____.

@childrenfirstcanada #nationalchildday

I'm committed to putting children first! There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@childrenfirstca #nationalchildday

Children are 25% of our population and 100% of our future. There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@childrenfirstca #nationalchildday

You can also SHARE any @childrenfirstcanada posts that relate to #8MillionReasons

POST ON INSTAGRAM

There are 8 million kids in Canada - #8MillionReasons to put children first - mine is _____

@childrenfirstcanada #nationalchildday

I'm committed to putting children first! There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@children1stca #nationalchildday

Children are 25% of our population and 100% of our future. There are 8 million kids in Canada - #8MillionReasons to put children first. My reason is _____.

@children1stca #nationalchildday

You can also REPOST or SHARE IN YOUR STORIES any @children1stca posts that relate to #8MillionReasons

USE OUR FILTER

We've created a filter for your Facebook profile and your Instagram stories. Show your commitment to the rights of Canadian children and help increase awareness of National Child Day by adding our filter to your profile or stories! Get it on [facebook](#) and find it in your stories filters on Instagram.



HASHTAG

#8MillionReasons

Help us raise funds to continue making Canada the best place in the world to grow up – **for every #8MillionReasons hashtag, Telus will donate \$1 to Children First Canada.**



GET INVOLVED BEYOND SOCIAL MEDIA

Wear your support on your sleeve:

Visit nationalchildday.com/get-involved to purchase your *National Child Day* t-shirt. All proceeds go to Children First Canada as we continue to work to make Canada the best place in the world to grow up.



Spread the news: Share this document with friends, family and colleagues and ask them to share their reason on social media with the hashtag #8MillionReasons. Visit our website to access a [poster](#) and [toolkit](#) to share in your school or organization.

Stay informed: Keep up to date on our progress to make Canada the best place in the world to grow up by following Children First Canada on social media, keep tabs on our [website](#) and sign up for the newsletter.

Involve children: Children deserve to know and understand their rights. Share the information and rights contained within the [United Nations Convention on the Rights of the Child](#) and the [United Nations Declaration of the Rights of the Child](#).



Thank You!