

8 MILLION RISING



Social Media Toolkit

SPREAD THE WORD

There are 8 million kids in Canada and they all have something in common – their rights! Celebrated on November 20, National Child Day honours our commitment to upholding the rights of children and youth in Canada. This special day commemorates two historic events: the 1959 signing of the UN Declaration of the Rights of the Child and the adoption of the UN Convention on the Rights of the Child in 1989.

There is a rising movement of young leaders and changemakers who are standing up for their rights across Canada.

This year, the theme for Children First Canada's National Child Day event is **#8MillionRising**. Children and youth make up a quarter of our population and 100% of our future. They are the next generation of business leaders, teachers, doctors, activists and politicians. But they're not just *future* leaders – they are leaders right *now* – in their schools, communities and even at a national level. They are launching climate movements, organizing sit-ins and marches, lobbying government and urging companies to align more closely with their values.

You're Invited!

Join us for our National Child Day 2022 event on **November 15 at 1 p.m. ET**. This online event will kick off a week of celebrations leading up to National Child Day on November 20. **Register now** and invite a friend to join you!

Arjun Ram of CBC Kids News will host our event, which features inspiring leaders from across Canada and live entertainment. The event will also include a spotlight on the rights of First Nations, Métis and Inuit children and the important role children and youth play in reconciliation.

Visit nationalchildday.org for the latest updates, resources and information.

GET SOCIAL

Share these social posts with your family, friends and colleagues in the weeks leading up to National Child Day. [Click here](https://lu.ma/ncd2022) to access National Child Day 2022 graphics you can add to your posts.

TWITTER

The future of Canada depends on the strength of children and youth. Now is the time to put #ChildrenFirst! Join me for a #NationalChildDay event on Nov. 15 to hear from young changemakers who are standing up for their rights!

<https://lu.ma/ncd2022>

#8MillionRising @children1stca

FACEBOOK

Children and youth are not just future leaders – they are leaders right now. They are citizens with rights, and their voices need to be heard! Join me on Nov. 15 at 1 p.m. ET for a #NationalChildDay event to celebrate extraordinary young leaders and changemakers in Canada. Spread the word and register today: <https://lu.ma/ncd2022>

#8MillionRising #ChildrenFirst @childrenfirstcanada

INSTAGRAM

Step 1: Please insert this link in your bio: <https://lu.ma/ncd2022>

Step 2: Create your post using the following content.

Now more than ever, building a more prosperous and inclusive society will require the leadership of young Canadians. On Nov. 15 at 1 p.m. ET, join me for a #NationalChildDay event to hear from inspiring young leaders and changemakers in Canada. They are leading marches, lobbying government, and standing up for the rights of all 8 million kids in Canada. Share this post and click the link in my bio to register for this important event today!

#8MillionRising #ChildrenFirst @children1stca

**FOLLOW US
ON SOCIAL
MEDIA!**



SHOW YOUR SUPPORT

Want to get noticed on social media? Order our #8MillionRising T-shirt and add a selfie to your social post. Your purchase will support our mission to make Canada the best place in the world for kids to grow up. Visit nationalchildday.org to purchase your T-shirt today!



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