

Hedley teams up with Free The Children to rock out for social change

Toronto, ON (July 16, 2010) – **Free The Children** is pleased to announce that for a second year in a row, multi-platinum and 2010 MuchMusic Video Award winners x3, **Hedley**, will be joining their annual star-studded We Day line-up in Vancouver on **Friday, October 15th, 2010**. In 2009 Hedley made their We Day debut in Toronto belting out favourite hits to a frenzied crowd, and this year the Free The Children ambassadors will perform two chart-toppers at the largest youth empowerment event of its kind.

Hedley recently returned to Canada from Kenya where the group visited Free The Children's development projects in the Maasai Mara, through Me to We Trips. While visiting Kenya, Hedley experienced Africa's rich culture by meeting and working alongside community members collecting water by participating in their traditional water walk, bartered for goats in the local market and even participated in a traditional ceremony. Hedley also spent time visiting Free The Children's development projects and helped build a school for kids without access to education.

"Travelling to Kenya was a mind-blowing experience and one we'll never forget," says Jacob Hoggard, Hedley. "Not only did we get the opportunity to educate and immerse ourselves in a whole new culture, we also got down and dirty helping to build a school for the local youth. This trip will remain close to my heart and I'll be forever be changed by the experience."

Hedley fans can tune into the live stream of WE DAY on Friday, October 15 at CTV.ca. Details for the CTV broadcast of WE DAY will soon be announced.

Leading up to We Day, Hedley will once again hit the road in September for a national headline tour which kicks-off September 11th in Vancouver's Deer Lake Park. See www.hedleyonline.com or www.hedleyvip.com for more details.

About Free The Children

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success. Through the energy and passion of youth, Free The Children has built more than 650 schools around the world, providing education to over 55,000 children every day. The organization has received the Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information please visit www.freethechildren.com.

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