



NOTICE TO PARENTS/GUARDIANS OF CHILDREN ATTENDING WE DAY VANCOUVER ON WEDNESDAY, OCTOBER 22, 2014 AT THE ROGERS ARENA IN VANCOUVER

This notice is being provided to you because your child's school will be sending some or all of its students to the "We Day" event, organized by Free The Children, taking place on Wednesday, October 22, 2014 at Rogers Arena in Vancouver.

This notice is to inform you that **We Day** will be attended by media organizations and the students in attendance at We Day may be recorded, photographed or have other content taken of them and/or reproduced. These media organizations are invited by Free The Children (in addition to its related organizations and their employees, official partners and sponsors as listed on Free The Children's website, volunteers and/or third-party service providers, collectively "**Related Organizations**") to participate in We Day. Free The Children and its Related Organizations may copy, reproduce, use, reuse, license, exhibit, display, distribute and create derivative works of any photographs, slides, films, videotapes, recordings or any other content taken of the students in connection with the We Day event (the "**Materials**"). The Materials may be in different forms, such as print, CD-ROM, videotape, electronic or other format, and may be used for any purpose whatsoever (including, but not limited to promotional materials such as informational brochures, websites, social media, television shows and public information campaigns). In addition, the Materials, may be made available to third parties for broadcast and publication without further notice and with no financial or other consideration to be paid to the students in connection therewith.

By attending We Day, you and your child consent to the use of the Materials in the manner described above.