

A man in a purple long-sleeved shirt and blue shorts is carrying a massive, oversized red backpack. He is smiling and looking towards the camera. The background is dark with repeating logos of a backpack and the text 'SAMDEMMA'.

EMPTY YOUR BACKPACK SPEAKING TOUR

41 days. 82 speeches. 40,000 students.

Sam Demma

Empty Your Backpack is a cross-country speaking tour that will impact youth through assembly presentations, conferences, student leadership events and multimedia. Sam will travel with 'The Backpack of Beliefs' living in an RV for six months. With the help of a team, they will set up and speak at two schools per day on the topics of anti-bullying, mental health and kindness. The entire journey will be captured on camera and released as a documentary. The presentation you can bring to your school/event is 60-minutes in length and includes follow-up activities.

Here is the story that inspired the entire project: <https://youtu.be/UHs16jswAws>

MISSION: Help 1,000,000 students overcome the beliefs holding them back.

WHY?

Youth spend too much time carrying around the words that other people use to define them. The unrealistic standards that society and social media feed them weigh on their shoulders like a 500-lb backpack. Rather than being their authentic selves, they worry about fitting in. They hide their personalities and bury their passions in exchange for popularity. Empty Your Backpack was created to flip the switch.

When your students understand they do not need to carry the negative words, standards or expectations of anyone else, they're empowered to live life on their own terms. Empty Your Backpack encourages students to openly talk about their feelings and emotions and equips them with the tools needed to begin the process of defining who they are and want to become.

WHEN & WHERE?

There are two legs for the Empty Your Backpack Tour.

LEG #1: April 3rd, 2023 – June 30th, 2023
(Ontario, Manitoba, Saskatchewan, Alberta, British Columbia)

LEG #2: September 7th, 2023 – November 15th, 2023 (Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island)

THE PRESENTATION

EMPTY YOUR BACKPACK; A MESSAGE OF HOPE, MENTAL HEALTH AND KINDNESS

Everyone has a giant invisible backpack strapped to their shoulders – and surely your students are no exception. In these backpacks, your students carry the thoughts and opinions that other people place on them. Things that stop them from loving themselves and expressing who they truly are. This program aims to help your students remove the mental burden on their shoulders and provide them with an empowering outlook on the past, present and future.

PROGRAM OUTCOMES

- ◆ Increase student and staff mental health
- ◆ Reduce bullying and inappropriate behavior
- ◆ Cultivate hope and inspire more kindness
- ◆ Provide students with wellness tools



WHO IS SAM DEMMA?

Sam Demma is a 2-time TEDx Speaker, Author, Podcast Host and Youth Speaker. He is the youngest board director of the Canadian Association of Professional Speakers and co-founder of PickWaste, a volunteer organization that mobilizes youth to pick up litter in their communities.

Sam is routinely invited to share his work through news outlets like Breakfast Television, CBC, CTV, Global News, and CityNews. As a result of Sam's keynote presentations, students and educators often commit to performing more acts of kindness, taking small, consistent actions toward their personal goals, and proactively looking for ways to serve others.



ADDITIONAL RESOURCES AND LINKS

Watch: [The Empty Your Backpack Animation](#)

Watch: [Sam speak on TEDx \(He has done two\)](#)

Watch: [Sam on Breakfast Television](#)

Watch: [Sam on The Morning Show CTV](#)

Read: [The Empty Your Backpack Book](#)

Book: [Your School to Join the Tour](#)

Any Questions? Give us a call:

647-991-3187



SAMDEMMA

GET IN TOUCH NOW!

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