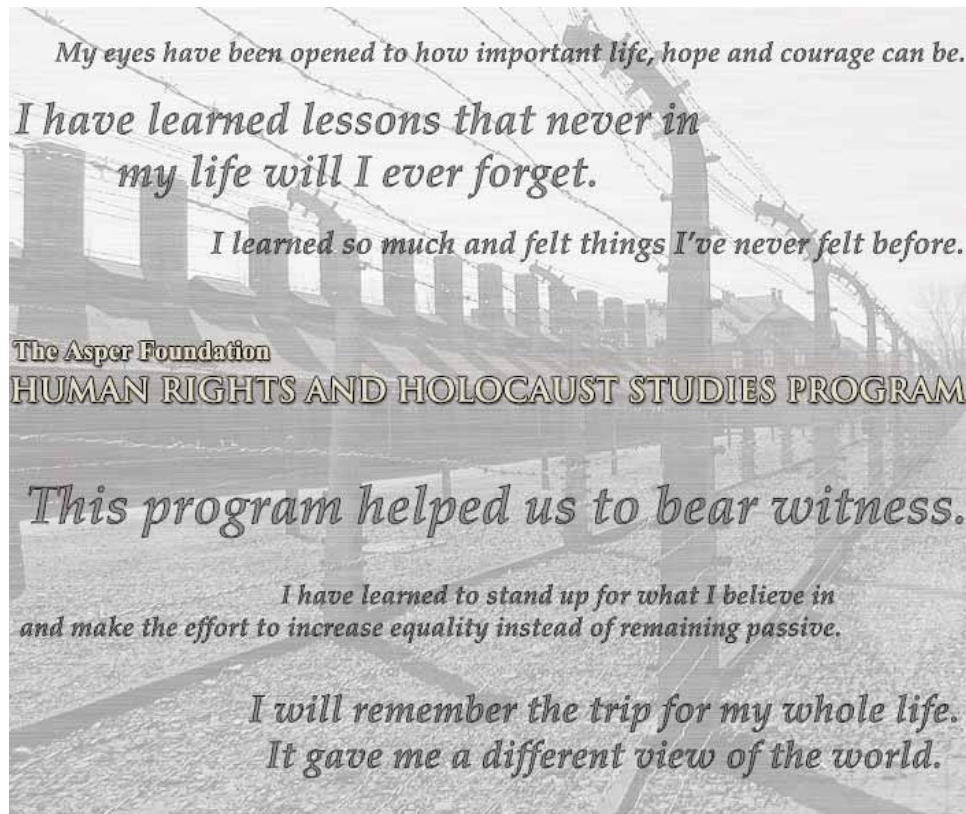


Community news

Asper Foundation human rights program breaks 10,000 mark across Canada

Since its 1997 inception in Winnipeg, one of Canada's largest educational initiatives has now reached almost 10,500 high school students and chaperones in 118 cities and communities spanning 12 provinces and territories. In 2012 alone, 40 schools and community organizations from 17 cities in eight provinces are participating in The Asper Foundation's award-winning Human Rights and Holocaust Studies Program. Over 1,100 high school students and chaperones will travel to freedom memorials and the renowned US Holocaust Memorial Museum in Washington, DC on four separate trips taking place between April and May 2012. Students are also required to volunteer for 16 hours each in their communities on public projects of their choosing which has resulted in over 110,000 hours of volunteer community service being carried out across Canada since the program was established. The Asper Foundation contributes and raises, with partners, over a million dollars annually to facilitate the participation of high school students and their chaperones in the program.



The program is aimed at promoting understanding and sensitizing Canadian high school students to the consequences of racism. It deals with topics ranging from racism to genocide and its extraordinary success in communities across Canada was the inspiration for the original vision of the Canadian Museum for Human Rights. In 2004, the program received the Human Rights Award from the Nova Scotia Human Rights Commission "in recognition of (its) creative means of advancing and protecting human rights and working to address racism in our communities." The Asper Foundation also received the 2008 New Brunswick Pioneer of Human Rights Award from the New Brunswick Human Rights Commission which recognizes "human rights pioneers for their historic contributions to the protection and promotion of human rights in Canada."

Gail Asper, President of The Asper Foundation commented, "Very sadly, my mother Babs Asper passed away this past summer. Now more than ever I can't help but be reminded of how she and my father Israel Asper were tremendous believers in the powerful impact of this program on so many thousands of young people across Canada. These students gain a broad and deep understanding of human rights and are instilled with the knowledge that they have a personal responsibility to stand up and take action to ensure that everyone's rights are protected.

Program students have commented, "I will stand strong for what I believe in and will take on the responsibility to educate other people in the future", "This program had a profound effect on me", "It taught me that we are all responsible to teach others about human rights", "I

am more willing to take action now instead of just talking about what should be done" and "It is up to us and our generation to pass our knowledge to future generations."

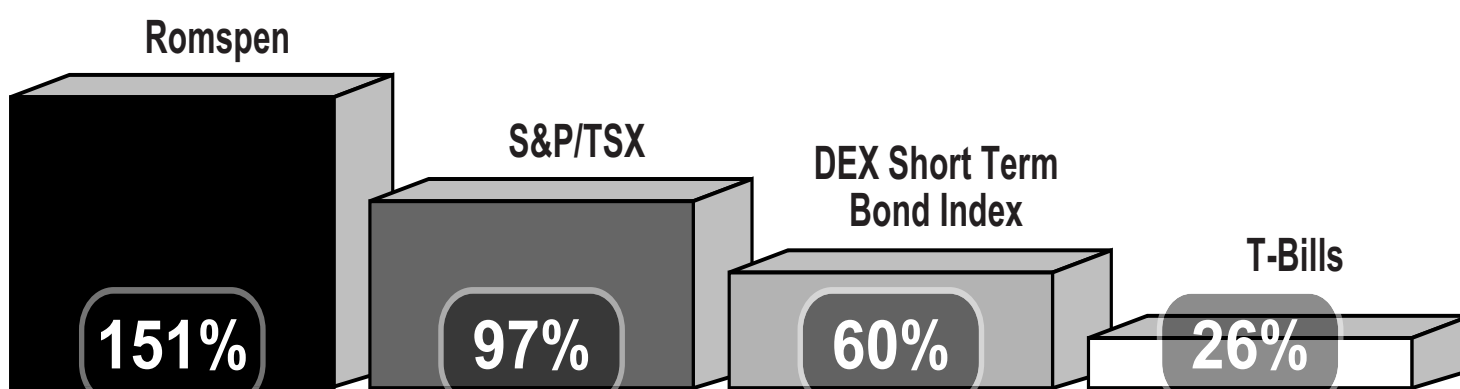
The program includes an 18-hour education program on human rights and the Holocaust with an added emphasis on American history, the civil rights movement and the current situation in the world today. The curriculum for the educational component of the program was developed specifically by human rights and Holocaust educators for The Asper Foundation. After the educational component is completed, students participate in a trip to Washington, DC where they spend several days at the US Holocaust Memorial Museum and other important monuments relating to human rights and freedom.

The program is proud to enter into its fourth year of going green. With over 1,100 high school students and chaperones from across Canada travelling to Washington, DC each year, The Asper Foundation recognizes the real need for the program to help alleviate the effects of its share of carbon dioxide emissions. A donation is being made once again to Tree Canada, a not-for-profit, charitable organization established in 1992 to plant trees for non-commercial purposes. Tree Canada is a leader in promoting the value of urban forests in Canada and has tree-planting sites in all 10 provinces. As well, a donation is being made once again to the Jewish National Fund of Canada's Go Neutral program. Established in 1901, the Jewish National Fund is a not-for-profit, charitable organization that has helped capture approximately 110 million tons of carbon by planting more than 240 million trees in Israel and turning 250,000 acres of arid land into sustainable forests.

The Asper Foundation is the founding member of a consortium comprising private and public institutions that spearheaded the establishment of the Canadian Museum for Human Rights as a Canadian national Museum in March 2008. Construction began 2009 in Winnipeg, Manitoba, Canada. The Museum has made groundbreaking history as it will be the largest human rights institution and centre for education in the world today. It will explore the subject of human rights and its purpose is to promote understanding, respect and to encourage reflection, dialogue and action.

The Asper Foundation was established in Winnipeg, Manitoba, Canada in 1983 to build upon the philanthropic objectives of Dr. Israel Asper and the Asper family. It undertakes and develops major initiatives in the areas of culture, education, community development and human rights locally, nationally and internationally.

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