



FOR IMMEDIATE RELEASE

Award-Winning Human Rights Program
Visits the Canadian Museum for Human Rights

WINNIPEG, MB. – April 29, 2016 – The Asper Foundation has announced the 2016 Human Rights and Holocaust Studies Program for grade-nine students across Canada. The program deals with topics ranging from racism to genocide and is aimed at promoting understanding and sensitizing Canadian high school students to the consequences of racism.

Since its 1997 inception, the program has become one of Canada's largest philanthropic educational initiatives, reaching almost 14,000 high-school students and chaperones in 204 communities spanning 12 provinces and territories.

In October 2014, The Asper Foundation and the Canadian Museum for Human Rights signed a memorandum of understanding which is now seeing the program's Canadian students travel to Winnipeg, Manitoba for the first time including a visit to the Canadian Museum for Human Rights. The Asper Foundation and the Canadian Museum for Human Rights hope that this partnership will bring thousands of students from across Canada to the Museum over the coming years.

A very successful pilot program trip to Winnipeg with a large group of students from a Toronto school took place in October 2015. In May 2016, six schools and community organizations from five communities in four provinces are participating in the program's inaugural national trip to Winnipeg. These two trips represent 170 high school students and chaperones.

David Asper, Chair of The Asper Foundation, commented, "The extraordinary success of our Human Rights and Holocaust Studies Program inspired the Asper family with the dream to build the Canadian Museum for Human Rights. That dream is now a reality and we are extremely pleased that the program's Canadian students, who previously traveled to the US for the program, will now have a comprehensive Canadian human rights experience at the Canadian Museum for Human Rights and through other resources in Winnipeg."

In 2004, the program received the Human Rights Award from the Nova Scotia Human Rights Commission and, in 2008, The Asper Foundation received the New Brunswick Pioneer of Human Rights Award from the New Brunswick Human Rights Commission. Program students also volunteer in their communities on public projects which has resulted in almost 150,000 hours of volunteer community service being carried out across Canada since the program was established.

Prior to travelling to Winnipeg, the program includes an 18-hour education program on human rights and the Holocaust with an added emphasis on Canadian history and the current situation in the world today. In addition to the Canadian Museum for Human Rights, students visit sites such as Winnipeg Harvest, Journey to Churchill at Assiniboine Park Zoo and the Manitoba Museum. As well, they are inspired and moved by human rights speakers, experience the Hermetic Code Tour at the Manitoba Legislative Building and entertained by Folklorama artists.

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 Jewish charity as well as culture, education, community development and human rights locally, nationally and internationally.

For coverage of the program or more information, media are asked to contact Mr. Jeffrey Morry, Senior Program Manager, tel. 204-989-5539, or e-mail at jmorry@aspergroup.com. For more information on the program, visit <http://humanrights.asperfoundation.com>. For information on The Asper Foundation, visit www.asperfoundation.com. For information on the Canadian Museum for Human Rights, please contact Maureen Fitzhenry, Media Relations Manager, tel. 204-289-2112, cell 204-782-8442, e-mail at maureen.fitzhenry@humanrights.ca or visit www.humanrightsmuseum.ca.