

**FOR IMMEDIATE RELEASE**

**Award-winning human rights program empowers and transforms  
Canadian youth at the Canadian Museum for Human Rights**

**WINNIPEG, MB. – April 27, 2018** – The Asper Foundation has announced the 2018 Human Rights and Holocaust Studies Program for grades 7 to 9 students from Canada. The program deals with topics ranging from racism to genocide and is aimed at promoting understanding and sensitizing Canadian students to the consequences of racism.

Since its 1997 inception, the program has become one of Canada's largest philanthropic educational initiatives, reaching over 14,000 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 including a visit to the Canadian Museum for Human Rights. The Asper Foundation and the Canadian Museum for Human Rights hope this partnership will bring thousands of students from across Canada to the Museum over the coming years.

From May 6-9, 2018 community organizations from Ontario and Saskatchewan are participating in a program trip to Winnipeg.

David Asper, Chair of The Asper Foundation, commented, "The ultimate goal of this program is to enable transformative change in the lives of Canadian students. Over the program's two decades, the feedback from students and their families is a clear indication that its mission is being accomplished. The Asper Foundation is very pleased to empower Canadian students by providing them with an opportunity to learn about the importance of protecting human rights and visit the Canadian Museum for Human Rights and 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 over 154,000 hours of volunteer community service being carried out across Canada since the program was established.

CMHR president and CEO John Young said education is at the heart of the Museum's mandate and mission. "Young people are the global citizens of the future," he said. "We can nurture their passion to create a better world by sharing the inspiring stories of people who have taken a stand for human rights in Canada and around the globe. The Museum is quickly becoming a national and international hub for education about our collective human rights history and a place for important conversations that can lead to action."

Prior to travelling to Winnipeg, students participate in an 18-hour education program about human rights and the Holocaust with an added emphasis on Canadian history and current global events. In addition to their time at the Canadian Museum for Human Rights, students are inspired and moved by human rights speakers. They visit sites such as Winnipeg Harvest, Journey to Churchill at Assiniboine Park Zoo, FortWhyte Alive and the Hermetic Code Tour at the Manitoba Legislative Building. As well, they are entertained by Folklorama artists and at the Royal Manitoba Theatre Centre.

The Asper Foundation was established in Winnipeg, Manitoba, Canada in 1983 to build upon the philanthropic objectives of 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.

**To cover program activities or obtain more information, media are asked to contact Jeffrey Morry, Senior Program Manager, The Asper Foundation, tel. 204-989-5539, or e-mail at [jmorry@aspergroup.com](mailto:jmorry@aspergroup.com). For more information on the program, visit <http://humanrights.asperfoundation.com>. For information on The Asper Foundation, visit [www.asperfoundation.com](http://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](mailto:maureen.fitzhenry@humanrights.ca) or visit [www.humanrightsmuseum.ca](http://www.humanrightsmuseum.ca).**