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News Release

For immediate release

Asper Foundation to be Honoured by the Jewish National Fund

Winnipeg, MB February 15, 2005—Rami Kleinmann, Jerusalem Emissary, Jewish National Fund of Canada (JNF), is pleased to announce that The Asper Foundation is this year's recipient of JNF's highest community award. JNF, a United Nations NGO (non-governmental organization), will present the award at this year's Negev Gala, June 15, 2005, at the Centennial Concert Hall.

This award is given annually to individuals who demonstrate exemplary community vision and commitment. Kleinmann notes that this year the JNF is breaking with tradition by honouring a Foundation instead of an individual. "We felt it was appropriate to make this distinction in 2005," says Kleinmann. "The Asper Foundation has demonstrated a very unique approach to strengthening communities by developing and implementing a vision that extends beyond borders. In doing so, in our opinion, the Asper Foundation has redefined what a Foundation can be."

Since its inception, The Asper Foundation has demonstrated that real change can result from philanthropy. Over the past two decades, it has invested millions of dollars in strategic initiatives related to human rights, health, culture, community support, education and training both in Winnipeg and Israel. In 2003, for example, The Asper Foundation partnered with JNF to create The Asper Family Community Action Centre in Ofaqim, Israel. This centre is providing a safe haven for disadvantaged Israeli youth to better understand their heritage, build self-confidence and learn essential technology, leadership and life skills.

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“The Asper Foundation is set apart by its ability to focus on vision when considering ways in which to invest in the community,” says Kleinmann. “Izzy Asper, founder of the Asper Foundation, embedded a ‘reach for the stars’ strategy that includes creating and selecting projects based on their ability to make a difference; partnering with other funders to make them happen; and demanding accountability from the recipients.”

Babs Asper, Co-founder and Chair of The Asper Foundation in her response to the announcement said, “We are very honoured to be receiving this award from the Jewish National Fund. The Asper Foundation represents the collective ideas and commitment of all the Asper family members and the Foundation’s staff. We share a passion for understanding the needs of the community and supporting projects that can make a measurable difference.”

The Negev Gala is the single most important fundraising event of the year for the JNF. The event combines world class entertainment with award recognition and celebrations. Funds raised from the Gala go to support the work of the JNF which includes reforestation projects in Israel and the Community Action Centres.

For more information on the JNF, call 947-0207 or log on to www.jnf-canada.org

To learn more about The Asper Foundation, call 989-5537 or visit www.asperfoundation.com

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