



FOR IMMEDIATE RELEASE

December 4, 2012

Introducing a New Leader in Cultural Arts

Winnipeg, MB – The Asper Foundation and the Rady Jewish Community Centre (Rady JCC) announce the creation of the Babs Asper Centre for Cultural Arts at the Rady JCC in memory of Ruth “Babs” Asper. Through the Centre, homage will be paid to Babs Asper’s memory, inspired by her commitment to the community and passion for the arts.

“Babs Asper was a leader whose support for community and the arts is an inspiration to all of us. We are very grateful to the Asper family and The Asper Foundation for allowing us the opportunity to honour Mrs. Asper’s memory in a way that I know will enrich our community” noted Gayle Waxman, Executive Director of the Rady JCC.

The aim of the Babs Asper Centre for Cultural Arts is to promote cultural arts programming to the Jewish and wider communities while providing leadership and support to advance various art forms.

David Asper, Chair of The Asper Foundation commented, “We are thrilled with the establishment of the Babs Asper Centre for Cultural Arts, a fitting tribute to honour our mother’s memory. She was a committed supporter and lover of the cultural and performing arts and felt very deeply that they are the life-blood of who we are and how we best express ourselves. The Rady JCC is a close partner and well-suited to ably deliver this new institution’s exciting programming.”

The Babs Asper Centre for Cultural Arts will feature top-quality cultural arts programming for the Jewish and wider communities. Its inaugural season of programming at the Rady JCC will include the *Winnipeg International Jewish Film Festival*, *Tarbut: Festival of Jewish Culture*, *Mameloshen: Festival of Yiddish Entertainment and Culture*, the *Izzy Asper Jazz Performances and Music ‘N’ Mavens*.

Media Inquires/Additional Information

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