



The Asper Foundation



FOR IMMEDIATE RELEASE

June 4th, 2007

CONTACTS:

IDC Herzliya - Jeremy Ruden, 09-9602754
The Asper Foundation - Ms. Kim Jasper
Tel. 204-989-5525, E-mail: kjasper@aspergroup.com

**OFFICIAL OPENING OF
THE ASPER INSTITUTE FOR NEW MEDIA DIPLOMACY**

HERZLIYA – Ms. Gail Asper, Managing Director of The Asper Foundation, will dedicate the Asper Institute for New Media Diplomacy at the new Sammy Ofer School of Communications on Wednesday, June 9th at 3:30pm at the Interdisciplinary Center (IDC), Herzliya. Ms. Asper and Mr. Moe Levy, Executive Director of The Asper Foundation, will join IDC President, Professor Uriel Reichman, in marking the opening of the new institute dedicated to the use of new media as an Israel advocacy tool.

Established through a generous donation by The Asper Foundation, The Asper Institute for New Media Diplomacy focuses on the study and use of new media technologies in telling Israel's story to the world. The unique capabilities of these technologies allow innovative depiction of Israel from new and different perspectives. The Asper Institute also provides workshops on creating effective new media advocacy campaigns and works with students in producing video, audio and written content about various aspects of life in Israel for use in new media channels such as the blogosphere, virtual worlds, social networks, computer games, pod casts and more.

Ms. Asper noted, "The IDC has proven to be a leader in education and continues to play an instrumental role in key areas that relate to public advocacy and diplomacy. The Asper Foundation is proud to establish this institute as its programs will directly affect how the State of Israel is perceived by the world."

Professor Uriel Reichman, President of IDC Herzliya said, "The Asper family's resolve to ensure that Israel's true voice is heard around the world is remarkable and is very much in synch with the goals of the IDC. We're thrilled to have their involvement in our new school of communications and are honored to carry on in the spirit of our dear friend Izzy Asper, whose dedication to Israel was unwavering."

The Asper Foundation, established in 1983 by Dr. Israel Asper in Winnipeg, Canada undertakes and develops major initiatives in the areas of culture, education, community development and human rights locally, nationally and internationally.

The Interdisciplinary Center (IDC) Herzliya is Israel's first private institution for higher education. Founded in 1994, IDC Herzliya is a non-profit organization modeled after Ivy League schools in the U.S. IDC Herzliya's success has brought both international recognition and drawn some of the finest lecturers and researchers from around the world to our doorstep. Faculty is dedicated to IDC Herzliya's primary goal: giving students the tools they need to become leaders in all the social sciences fields both in Israel and abroad.