

Asper Foundation Donates \$2 Million to Assiniboine Park Conservancy's *Imagine a Place* Campaign

For immediate release: Winnipeg, March 23, 2012 – Today, The Asper Foundation announced a gift of \$2 million towards the Assiniboine Park Conservancy's (APC) *Imagine a Place* Campaign. The announcement was made in the new Qualico Family Centre at Assiniboine Park by David Asper, Chairman of The Asper Foundation.

Of the \$2 million, \$1 million has been designated in support of various projects within the Assiniboine Park Conservancy's overall \$200 million redevelopment plan, including the signature Journey to Churchill exhibit. The remaining \$1 million is earmarked for a specific project within its redevelopment, namely the construction of the new Conservatory, where the gift from The Asper Foundation will be recognized through the naming of the Babs Asper Floral Garden.

"Our family is committed to building a better Manitoba and that includes having outstanding public common spaces such as Assiniboine Park. This gift is also a special way for us to honour the memory of our mother in a way that would have been near and dear to her heart", said David Asper, Chairman of The Asper Foundation.

The Asper Foundation and the Asper family have been long-time Assiniboine Park enthusiasts and have supported numerous projects in the past including the building of the Lyric Theatre, support of the Leo Mol Sculpture Garden and the restoration of the Pavilion.

"We can't thank The Asper Foundation enough for their generous leadership support," said Margaret Redmond, APC President & CEO. "This gift will play a huge part in making Assiniboine Park one of the greatest urban park experiences in all of North America."

The Assiniboine Park Conservancy's fundraising efforts through the *Imagine a Place* Campaign have now raised over \$71 million to date towards the overall \$200 million redevelopment goal. With a community campaign launch planned for late spring 2012, the Park continues to look for individual and corporate support to bring the redevelopment of the Park and Zoo to fruition.

Assiniboine Park Redevelopment

The Assiniboine Park Conservancy's redevelopment plan consists of the now complete Heart of the Park component, which includes the new Nature Playground, the expansion of the Duck Pond, and the building of the Qualico Family Centre. Phase II consists of a dramatic transformation of the Zoo, with significant renovations, new exhibits, enhanced facilities for visitors, and a more visible and active contribution to environmental and wildlife education, research, and conservation in Manitoba. Phase III will see the development of the new Assiniboine Park Conservatory to be situated in the south east corner of the Park near the Formal Gardens.