



Partnership between CMHR and The Asper Foundation brings successful education program to Winnipeg

Winnipeg – October 7, 2014 – The Canadian Museum for Human Rights (CMHR) and The Asper Foundation (TAF) signed a memorandum of understanding today that will see Canadian students travel to Winnipeg including a visit to the CMHR as part of TAF’s Human Rights and Holocaust Studies Program.

Signed on the anniversary of Dr. Israel Asper’s passing, this agreement will help to realize Dr. Asper’s vision of bringing students from across Canada to Winnipeg to learn about human rights.

David Asper, Chair of The Asper Foundation, commented, “Our foundation is proud to enter into this historic agreement with the Canadian Museum for Human Rights. The success of our Human Rights and Holocaust Studies Program inspired my father with the dream to build this museum. We are thrilled that the program’s Canadian students which we have been sending to the US will finally be able to have a Canadian human rights experience.”

The Asper Foundation created its Human Rights and Holocaust Studies Program in 1997 to promote respect for others, sensitize Canadian high school students to the consequences of racism, and imbue them with a sense of personal responsibility to stand up and defend human rights. To date, the program has reached more than 12,600 students and chaperones.

“Educating students about Canada’s human rights history and creating dialogue about the importance of human rights in our everyday lives are main objectives of the Museum,” said CMHR President and Chief Executive Officer Stuart Murray. “Through this partnership with The Asper Foundation, we will not only fulfill Israel Asper’s dream, but will also help to inspire the next generation of human rights champions.”

In addition to a trip to Winnipeg, students who participate in the program also take part in a human rights education program and are required to complete 16 hours of volunteer work on a charitable project. The Museum is working with TAF to adapt the program’s curriculum so it fits with the Museum’s gallery content.

TAF and the CMHR hope that this partnership will bring thousands of students to the Museum over the coming years. The first national group of students will visit the Museum in spring 2016. One to two days will be spent at the Museum as

part of a three to four day visit to Winnipeg that will include exploring the city's cultural attractions. Program administrators will visit Winnipeg in spring 2015 to learn more about the Museum and begin planning visits for their groups.

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About the Canadian Museum for Human Rights

The Canadian Museum for Human Rights is the first museum in the world solely dedicated to the evolution, celebration and future of human rights. It is the first national museum in Canada to be built outside the National Capital Region. Using immersive multi-media technology and other innovative approaches, the Museum will create inspiring encounters with human rights as part of a visitor experience unlike any other.

About The Asper Foundation

The Asper Foundation was established in Winnipeg, Manitoba, Canada in 1983 to build upon the philanthropic objectives of Dr. 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. See the foundation's Web site at <http://asperfoundation.com> and the Human Rights and Holocaust Studies Program Web site at <http://humanrights.asperfoundation.com>.

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