

Daughter fulfils her father's legacy

Over the past 10 to 15 years, Gail Asper has become one of Canada's most widely recognized public figures. It was mainly through her unflagging efforts that the Canadian Museum for Human Rights, the last major initiative launched by her late father, I.H. Asper, came to fruition. Gail Asper spent more than a decade crisscrossing the country, raising tens of millions of dollars for the project and negotiating with and prodding government to support the concept.

It was a herculean effort, but at the same time, she managed to chair the Jewish Federation of Winnipeg's Combined Jewish Appeal campaign two years running and directed the campaign to record levels.

She has also long been a major supporter of the arts in Winnipeg and has herself taken to the stage in recent years, appearing in fundraising musicals for the Manitoba Law Society (of which she is a member) and other productions.

Asper says she is continuing on as president of The Asper Foundation and working on developing the foundation's Community Action centres in Israel, expanding the foundation's school and community centre garden programs and all the other projects the founda-



Gail Asper

tion supports including Yad Vashem, the Hebrew University Asper School for Entrepreneurship, the Interdisciplinary Centre of Herzliya, the Menachem Begin Centre, and the Holocaust & Human Rights Education program in Canada.

"We are also exploring new initiatives for Israel," she says. "We're at the very early stages and are not certain how the end result will look, but it's pretty exciting."

Asper is a member of board of governors of the Canadian Friends of the Hebrew University and serves on its executive. She also continues to serve on the board and executive of the Jewish Federation of Winnipeg.

"I am focusing my efforts on trying to find new sources of revenue including building the endowment fund," she says. ■

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