

THE ASPER FOUNDATION

Babs Asper Celebrated and Recognized on International Women's Day



Ruth Miriam (Babs) Asper (1933 - 2011)

March 8, 2023 - On this International Women's Day, we celebrate and recognize the life and contributions of Babs Asper, Co-founder of The Asper Foundation, who made significant strides in the fields of community development and the arts in Winnipeg, Canada and Israel. Her husband Israel Asper's creation of Canwest Global Communications Corporation and his remarkable success in life was due, in no small measure, to Babs' sense of duty, and her skillful management of the varied demands of a corporate and political wife, which she handled brilliantly.

A passionate Zionist from a young age and very active with Young Judea, Babs graduated from the University of Manitoba and served on the Boards of the Winnipeg Jewish Community Council, Winnipeg Jewish Theatre and the Winnipeg Board of Jewish Education.

In addition to being a loving and devoted wife, mother and grandmother, she was a tireless advocate for social justice and equality. She was deeply committed to making a positive difference in the lives of others, and her unwavering allegiance to these causes has left an indelible mark on her community and beyond.

She had a special dedication to Israel and its people and supported many Israeli institutions with a particular interest in the missions of Yad Vashem - The World Holocaust Remembrance Center and The Hebrew University of Jerusalem.

As a philanthropist, Babs was a driving force behind many initiatives that supported disadvantaged communities and promoted education, healthcare, and social services. She was also a champion of the arts, recognizing the power of culture to bring people together, stimulate creativity and inspire positive change.

Babs was instrumental in establishing the Canadian Museum for Human Rights, a landmark institution that explores the history and ongoing struggle for human rights in Canada and around the world. With the passing of Israel Asper in 2003 during the early planning stages of the Museum, it was Babs' faith

in the project that propelled it forward. Her visionary leadership and support were critical to the museum's success, and it stands today as a testament to her dedication to social justice and equality.

Closer to home, some of the organizations she supported were Royal Manitoba Theatre Centre, Royal Winnipeg Ballet, Manitoba Opera, Jazz Winnipeg and the University of Manitoba. Privately, she loved golf, reading, travel and spending time at the cottage at Falcon Lake where the family spent its summers for over 40 years.

Babs' legacy lives on through the many initiatives she supported and the countless lives she touched. Her tireless devotion to making the world a better place serves as an inspiration to us all, and her impact will be felt for generations to come.

On this International Women's Day, The Asper Foundation and the Asper family honors Babs Asper's memory and continues to work towards a more just and equitable world, one that she helped to create through her staunch philanthropic commitment to community development, social justice and the arts.