

NeWS

Larry and Judy Tanenbaum, the Temerty Family Foundation and Donald MacDonald and Family Announce \$1 Million Each in New Donations to the Canadian Museum for Human Rights

March 6, 2008, Toronto, ON: Larry and Judy Tanenbaum, the Temerty Family Foundation and Donald MacDonald (Senior Vice President, Goodman Private Wealth) and family today announced \$1 million donations each to the Canadian Museum for Human Rights, reflecting an increase of \$3 million in new private sector donations to the Museum.

Speaking at a recognition ceremony to honour the donors' contributions, Larry Tanenbaum commented on the impact that the Museum will have on Canada's youth and challenged others in Canada's business communities to donate to the Museum. "The Museum's potential role in educating youth inspired me. When the Museum opens it will help Canada's young people understand human rights violations of the past and what they can do to improve human rights for a better tomorrow. I urge others to contribute and to leave a lasting legacy that will impact tomorrow's leaders."

The Canadian Museum for Human Rights will explore the subject of human rights in order to enhance people's understanding of human rights, promote respect for others and encourage reflection and dialogue.

"As a Ukrainian-Canadian I have seen what happens when there is little regard for ethnic, racial and religious diversity," added Jim Temerty. "It is an honour to contribute to an institution that has the support of all levels of government as well as 50 ethno-cultural and human rights groups from across the nation. I encourage corporate Canada to show continued leadership in supporting such a remarkable centre."

In making the gift, Donald MacDonald commented on his personal connection to the Museum. "Our daughter Tayler is disabled. My family's hope is that the Museum will help sensitize Canadians and global citizens to the consequences of discrimination towards people with disabilities. Our contribution today, is in part, our legacy to Tayler."

The three \$1 million donations bring the total dollars raised to over \$88 million toward the \$105 million private sector campaign goal (approximately \$17 million has come from Ontario.) The Canadian Museum for Human Rights is a \$265 million project funded by the Government of Canada (\$100M), the Province of Manitoba (\$40M), the City of Winnipeg (\$20M) and the private sector (\$105M).

Friends of the Canadian Museum for Human Rights Campaign Chair Gail Asper thanked Donald MacDonald and his family, the Temerty Family Foundation, and Larry and Judy Tanenbaum for their donations and their vision. "We are humbled by the tremendous support from these donors. We are at a critical juncture in our campaign, and are strengthened today by the generous contributions provided by these families that have acknowledged the role that the Museum will play in promoting human rights."

The **Canadian Museum for Human Rights is proposed to be the first national museum to be built outside the National Capital Region and the first national museum to be created in 41 years.** The proposed Museum has the support of all levels of government, as well as 50 ethno-cultural and human rights groups from across the nation. In addition, several corporations, labour groups, associations, foundations and private donors from across Canada have donated to the private sector campaign. To date more than 2,300 individual gifts have been received.

Friends of the Canadian Museum for Human Rights is the non-profit registered charity tasked with raising the \$105 million in private sector funding for the Canadian Museum for Human Rights. Visit the Friends of the Canadian Museum for Human Rights website at www.friendsofcmhr.com

-30-

For more information, and to download high resolution images of the Friends' vision for the Museum, please visit the image gallery at www.friendsofcmhr.com

For a presentation of a virtual tour of the above or to schedule an interview with a Friends of the Canadian Museum for Human Rights spokesperson, please contact:

Kim Jasper, Director of Communications
Friends of The Canadian Museum for Human Rights
Tel.: (204) 989-5525 or (204) 293-0578
kjasper@aspergroup.com

Jennifer Somers
Edelman Public Relations
Tel: (416) 979.1120, ext. 250 or (647) 801-0321
jennifer.somers@edelman.com

Friends of the Canadian Museum for Human Rights Inc.

Suite 1560, 201 Portage Avenue, Winnipeg, Manitoba Canada R3B 3K6

p. (204) 944-2476 f. (204) 944-2479

www.friendsofcmhr.com