

Princess Auto Launches Nation-Wide Campaign in Support of Museum

February 12, 2007 - Winnipeg, MB: Princess Auto Ltd. today announced the launch of a nation-wide campaign in support of the Canadian Museum for Human Rights. Beginning tomorrow, all 28 Princess Auto locations across Canada will feature special information kiosks about the Museum; exclusive “Museum” merchandise with proceeds going to the museum; and the opportunity for customers to purchase lapel pins in support of the Museum. In addition, Princess Auto will release a special edition catalogue (350,000 copies) that will be distributed to homes and businesses across Canada. The catalogue will feature information about the museum and a pledge card for Canadians to send in donations.

The goal of the Princess Auto campaign is to raise in excess of \$100,000 for the Museum and, more importantly, to spread the word about this important initiative.

“The reason I so strongly believe in this museum is that I believe in its power to transform,” said Bob Tallman, Owner/CEO of Princess Auto. “Our team members will be sporting pins that say, *imagine a world without hate*, because we all believe this museum, with its innovative student program, its compelling journey of hope and its universal reach, is a vehicle by which we can imagine what is now unimaginable”. Tallman, with wife Cathy, donated \$1 million to the Museum in 2006.

In addition to this Canada-wide campaign, Princess Auto has also been spreading the word about the Museum initiative to suppliers. To date it has resulted in a US \$10,000 donation from Taiwan and a US \$2,000 donation from China.

Campaign Chair Gail Asper thanked the Princess Auto team for their creativity, their passion and dedication to the cause. “People often refer to this museum as my father’s vision,” she said. “Yet every time I get encouraging cards or letters from students and adults from across Canada I realize that this is the shared vision of thousands of Canadians. Thank you, Princess Auto for helping us to achieve the vision.”

The Canadian Museum for Human Rights will be the largest Museum of its kind in the world. It is envisioned to be opened in 2010 in Winnipeg.

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