

Carolyn Sifton Foundation Donates \$1 MILLION to Museum

March 2, 2009, Winnipeg, MB. Friends of the Canadian Museum for Human Rights is pleased to announce a \$1 million donation to the Museum from the Carolyn Sifton Foundation. When presenting the cheque today to Campaign Chair Gail Asper, Graeme Sifton, President of the Foundation said, "My family is impressed with the unique youth focus of this Museum. We believe that educating people about children's rights, while at the same time engaging and inspiring the youth to promote human rights is an unbeatable combination for a better future."

The donation has been made in honour of Graeme Sifton's mother, Nancy Sifton who passed away in April of 2008. "It was my mother's nature to nurture and protect," Mr. Sifton said. "At the same time, she placed great value on education – believing it was essential to enable children to overcome adversity and be successful. The youth-related concept of this Museum represents the core of her values and beliefs." The Carolyn Sifton Foundation supports initiatives that represent the founder's passion for the welfare of children.

"This Museum owes its existence to visionary Canadians, like the Sifton family, who understand the key to a better future lies in the potential of our young people," said Gail Asper. "We are thrilled and absolutely enthused by the generosity of this donation and I thank Graeme and his family from the bottom of my heart.

The cheque presentation was made earlier today in the offices of the Friends of the Canadian Museum for Human Rights. Mr. Sifton was joined by his daughter Micah and son Trevor.

The Canadian Museum for Human Rights has been established as a national museum by the Government of Canada. It will be the first national museum to be built outside the National Capital Region (in Winnipeg), the first new national museum created in 41 years and the first national museum created in partnership with all three levels of government and the private sector. The Museum capital project has significant funding support from the Government of Canada, Province of Manitoba, the City of Winnipeg, and the private sector including corporations, labour groups, associations, foundations and private donors from across Canada. To date more than 4,500 donations have been received from the private sector. The Museum also has the support of 50 ethno-cultural and human rights groups from across the nation.

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.

Friends of the Canadian Museum for Human Rights is the non-profit registered charity tasked with raising private sector funding for the Canadian Museum for Human Rights. This donation brings the total raised from the private sector to \$103 million.

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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 or contact:

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