

The Canadian Museum for Human Rights Invites Ontarians to Make History

Fundraising campaign to benefit students across Canada and around the world

TORONTO, Sept. 19 /CNW/ - The Friends of The **Canadian Museum for Human Rights** continues its campaign tour by launching its Ontario fundraising campaign in Toronto today with the announcement of over \$10 million in donations from Ontarians. The campaign goal is to raise \$265 million for the building project and an additional \$50 million for a student endowment program and other capital enhancements.

The **Canadian Museum for Human Rights** is envisioned to be the largest human rights centre in the world, and the first to build its mission around a national student program. Fundraising efforts will support an endowment fund that would allow more than 20,000 students from across Canada each year to travel to the Museum as a centre for learning, a forum for dialogue, a home for stories, a place for heroes and a catalyst for action, equipping them to become a powerful generation of human rights leaders.

"Ontario donors have been extremely supportive of the Museum," said Gail Asper, National Campaign Chair, Friends of the **Canadian Museum for Human Rights**. "We're encouraged by the expression of support from Ontarians which demonstrates the importance this Museum has in showcasing Canada's history and reputation for peacekeeping, trust, mediation and contribution to human rights. In addition, this endorsement will have a significant impact on educating our youth and future generations on human rights issues from around the world."

"The Museum will promote understanding and awareness through dialogue and education," stated Charlie Coffey, co-chair of the Ontario campaign. "The vision for the youth education program is particularly remarkable because they are the ones who need to understand the past, as well as have an awareness of the persistent themes in today's world. Our youth are our future who can advocate for change."

Slated to be built in 2011 in Winnipeg, Manitoba, the **Canadian Museum for Human Rights** will mark a number of firsts. It will be the first new federal museum to be built in Canada in 40 years, the first federal museum to be built outside of the national capital area, the first Canadian museum focusing on Canada's social history and human rights journey, the first museum in Canada and internationally dedicated to the subject of human rights, the first national institution created where the private sector capital contributions exceed the federal contributions, the first national institution to receive financial support from provincial and municipal governments and the first national museum proposed to be centred on a national student program.

Building upon the Museum's youth-focused mandate, exhibit designer Ralph Appelbaum's proposed design uses state-of-the-art technology and interactivity such as holograms to engage visitors on a human rights journey that explores women's equality, the rights of the disabled, labour rights, ethnic, religious and racial diversity.

The design for the Museum is proposed by Antoine Predock, Architect, winner of the 2006 Gold Medal from the American Institute of Architects, recipient of the 2007 Lifetime Achievement Award from the Cooper Hewitt Design Museum in Washington, D.C. and winner of the the International Architectural Competition launched by the Friends of the **Canadian Museum for Human Rights**. The **Canadian Museum for Human Rights** will redefine the meaning of the word "Museum" and its award winning design will provide Canada with an architectural icon of international status.

For more information, and to download high resolution images of the Museum, please visit the image gallery at <http://www.canadianmuseumforhumanrights.org>.

Contact: For a presentation of a virtual tour of the above or to schedule an interview with a Museum spokesperson, please contact: Laura Currie, Tel: (416) 979-1120 ext. 304, Cell: (416) 400-2080, laura.currie@edelman.com; Marci Mosher- Mandel, Tel: (416) 979-1120 ext. 334, marci.mosher-mandel@edelman.com

