

Alberta's Museum Campaign heats up with \$1.5 million in new donations

May 14, 2008, Edmonton, AB: EMBARGOED UNTIL May 14, 2:00 PM CST. The Qualico Group of Companies today donated \$1 million towards the Canadian Museum for Human Rights. Ross Grieve, Campaign Regional Advisor, Friends of the Canadian Museum for Human Rights, was all smiles as he accepted the cheque at a small ceremony in Qualico's Edmonton Headquarters.

"Community involvement is as important as the way we develop our communities and build our homes," commented Qualico Vice-President Rick Schroeder. "With this contribution, we hope to also help build homes for the stories that have shaped our country - the stories of human rights trials and triumphs throughout history, and those stories yet to come. We encourage other companies to join us in the effort to build this national and international centre of excellence and learning."

"Qualico's generous donation to the Canadian Museum for Human Rights demonstrates its leadership in building community – not just the physical communities that they develop throughout western Canada – but also in the sense of society as a whole," said Grieve. Grieve also announced a generous donation by The Dianne and Irving Kipnes Foundation. "We are also pleased to recognize the generous support of Dianne and Irving Kipnes, two of Edmonton's outstanding philanthropists, who have contributed \$500,000 toward the Museum. We thank them for helping us advance toward our private sector fundraising goal of \$105 million," he said. Today's announcement brings the total private sector funds raised across Canada to \$93.5 million. To date, approximately \$6.6 million has been raised in Alberta from over 200 donors.

The **Canadian Museum for Human Rights will be the first national museum to be built outside the National Capital Region (in Winnipeg) and the first national museum to be created in 41 years.** The proposed Museum, a \$265 million project, 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.

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.

"Thousands of Alberta youth and the communities in which they live will benefit from the life changing journey of this museum," said Grieve. Friends of the Canadian Museum for Human Rights envision a national student travel program that will enable thousands of Alberta students to participate in funded trips to the museum each year. "When these young people experience the human rights journey first-hand, they will emerge with the understanding and tools to make a difference in their own communities," said Grieve. "By investing in this Museum, we invest in a stronger, more welcoming and inclusive Alberta."

As the largest fully integrated, privately-owned real estate company in western Canada, Qualico has been welcoming families home for over 50 years. With single-family, multi-family, land and commercial developments, building supply and property management companies, Qualico is proud to supply housing and lifestyles to thousands of families each year.

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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.

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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:

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