

July 31, 2007

### Albertans Reach for the Stars on Behalf of the Canadian Museum for Human Rights

Youth to benefit from Museum's fundraising campaign

**Calgary, AB:** The Canadian Museum for Human Rights launched its Alberta fundraising campaign in Calgary today with the announcement of \$5 million in donations.

The announcement launches a local component of a national fundraising effort that is expected to raise \$265 million for the building project and an additional \$55 million for a student endowment, and other capital enhancements. Targeted to open in Winnipeg in 2011, the Canadian Museum for Human Rights aims to advance understanding and support for human rights in Canada and throughout the world. The Museum also marks the first time that three levels of government have joined together with the private sector to form an agreement to create a national, cultural institution.

"The generosity of Alberta donors clearly demonstrates our commitment to recognizing, promoting and celebrating human rights," said Margot Micallef, co-chair of the Museum's fundraising campaign in Alberta. "Alberta is in a unique position to lead the country in support of this world-class initiative. Today's announcement is just the beginning; with this campaign we are reaching for the stars," she added.

The Canadian Museum for Human Rights is the first federal museum with a mission revolving around a national student program. In addition to raising funds for capital costs, fundraising efforts will support an endowment fund that will allow more than 20,000 students from across Canada each year to be exposed 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.

"This museum will be an international centre of learning, research and dialogue for human rights. It will offer an experience that will help visitors – especially youth - become participants in the journey of understanding and respect for human rights in their own lives," stated Frank King, co-chair of the Alberta campaign. "Youth are the voice of change in our future. They are the ones who need to understand the past, but recognize the recurring themes in today's world and advocate for change. Our support of the Canadian Human Rights Museum creates a legacy of human rights champions. That's a legacy we will all want to leave!"

Building upon the Museum's youth-focused mandate, exhibit designer Ralph Appelbaum envisions using technology and interactivity 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 in a way never experienced in a Canadian institution.

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The Canadian Museum for Human Rights has been designed by Antoine Predock, Architect, winner of the 2006 Gold Medal from the American Institute of Architects and recipient of the 2007 Lifetime Achievement Award from the Cooper Hewitt Design Museum in Washington, D.C.

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

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

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