

Corporate support of Museum growing: \$2 MILLION for Museum

**For Immediate Release
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Friends of the Canadian Museum for Human Rights (Friends) is pleased to announce a collective \$2 million donation for the Museum from Power Corporation of Canada; Great-West Life, London Life and Canada Life; and Investors Group.

"These companies are national leaders in community support. We're so grateful for their visionary contribution to the Canadian Museum for Human Rights. This donation embodies the national scope of this project and helps set an example for other corporations and individuals coast to coast who want to participate in its creation," said Friends' National Campaign Chair, Gail Asper, O.C., O.M., LL.D.

"The new Canadian Museum for Human Rights will make a noteworthy contribution in both the Canadian and international context," said James W. Burns, Director Emeritus, Power Corporation of Canada. "We are pleased to be involved in the development of the important and meaningful asset that the Museum will become."

The \$150 million goal for private sector donations now stands at \$114 million. Added to the \$160 million contributed from the three levels of government, total funds raised now amount to \$274 million of the required \$310 million.

Friends continues to work to raise the remaining \$36 million to ensure that Canada's fifth and newest national Museum fully meets expectations of being an iconic centre that will enhance the understanding of human rights, promote respect for others and encourage reflection, dialogue and action.

The construction, now well underway at The Forks' historic site in Winnipeg, provides a glimpse of the impressive physical scale and architecture of this Museum. Content development is also progressing with Museum staff reviewing the information gathered from recently completed, nation-wide, public roundtable discussions, where thousands of Canadians shared what they would like to see in the Museum.

The Canadian Museum for Human Rights is scheduled to open in 2012.

Friends of the Canadian Museum for Human Rights was registered in 2002 as a Canadian charity to promote the establishment of, and act as the fundraising organization for the Canadian Museum for Human Rights. (Canadian Registered Charity 85511473RR0001)

For more information about Friends please visit: friendsofcmhr.com.

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