



***FOR IMMEDIATE RELEASE***

July 31, 2011 – Winnipeg, MB

**Statement from The Friends of the Canadian Museum for Human Rights - A Sad Farewell to Board Member Ruth Asper, Fondly Known as Babs**

It is with profound sadness that The Friends of the Canadian Museum for Human Rights (Friends) has learned of the sudden passing of our Board Member, Ruth (Babs) Asper.

John Stefaniuk, Board Chair of The Friends of the Canadian Museum for Human Rights said, “Babs has been instrumental in the creation of what will be one of the world’s most iconic structures and inspiring institutions, the Canadian Museum for Human Rights.” Stefaniuk further added, “Through her personal devotion, her invaluable contributions to the Board and her generous philanthropy, she was an inspiration to all who knew her. We will truly miss our friend.”

“The staff and volunteers at Friends have been deeply affected by the sudden loss of Babs Asper. We wish to express our deepest sympathy to her daughter Gail, sons David and Leonard and all of the Asper family,” said Dav Cvitkovic, CEO of The Friends of the Canadian Museum for Human Rights. “We will dedicate ourselves to ensure that we keep Babs’ vision and spirit alive throughout our fundraising journey.”

Following the death of her husband Israel (Izzy) Asper in 2003. Babs and her daughter Gail Asper, Friends National Campaign Chair, along with Moe Levy Executive Director of The Asper Foundation, persevered to keep Izzy’s vision alive and at the forefront of the Asper family’s philanthropic endeavours. Today, their passion for human rights has secured \$125 million from the private sector, which includes the Asper family’s lead gift of \$20 million.

Stefaniuk acknowledged that if it wasn’t for the Asper family’s lead gift and pioneering vision, Canada would not have this unprecedented project today. “On behalf of Friends I wish to thank and acknowledge the Trustees of The Asper Foundation who were instrumental in making this happen for Canada. It is truly a remarkable story of perseverance, partnership and hard work”

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