The Interdisciplinary Center Herzliya pays tribute to

BABS ASPER

Babs Asper, Chair of The Asper Foundation, human rights activist, and patron of the Asper Institute for New Media Diplomacy at IDC Herzliya, has always placed the utmost importance on the welfare of the Jewish people and the State of Israel. Her great concern for and activity on behalf of the Jewish world was nourished by her family's deep commitment to Zionism. Babs Asper's grandmother worked alongside Golda Meir to raise funds in North America for the establishment of the State of Israel. As befitting one raised on Zionism and a love of humanity, Babs Asper realizes these values in the countless projects she initiates and supports.

Babs Asper was born and raised in Winnipeg, the capital of the Canadian province of Manitoba. She earned an undergraduate degree in arts at the University of Manitoba. During her student days, she was active in both Jewish and general student organizations. Over the years, she has served as a director on boards of various organizations in Winnipeg including the Jewish Federation of Winnipeg, the Winnipeg Board of Jewish Education, the Winnipeg Jewish Theatre, and the Canadian Friends of the Hebrew University of Jerusalem.

The Asper Foundation was established by Babs and Israel Asper z’l in 1983. Babs Asper serves as the Chair of her Foundation which initiates and supports numerous projects in Canada and Israel. One of the major initiatives of the Foundation is the Canadian Museum for Human Rights. The Asper Foundation conceived of and developed this $310 million project which is Canada's fifth National Museum and the first one outside of Canada's capital region of Ottawa. This Museum, scheduled to open in 2013, will be the largest and the only one of its kind in the world today.

The Asper Institute for New Media Diplomacy at IDC Herzliya was established thanks to the contribution of The Asper Foundation. The Institute, which operates within the Sammy Ofer School of Communications, constitutes a fascinating combination of research and activity focused on utilizing new media channels for diplomatic ends. The research examines the characteristics of the online diplomatic dialogue, the dissemination of ideas in the online environment, and the Internet's role in shaping positions and attitudes among Internet users. The Institute is active in researching the various aspects of online diplomacy, on the one hand, and in developing projects to implement the knowledge acquired in this research, on the other hand.

In recognition of her extensive, ongoing activities to promote the welfare of the Jewish people and the State of Israel and as an expression of appreciation for her initiating and supporting a variety of social, educational, and cultural projects in Israel and Canada, including her contribution to IDC Herzliya, Babs Asper is hereby named an

Honorary Fellow of the Interdisciplinary Center Herzliya

Prof. Uriel Reichman
President
May 25, 2011
Herzliya, Israel