



# Assiniboine Park Conservancy

## ASSINIBOINE PARK CONSERVANCY LAUNCHES MATCH CHALLENGE FUNDRAISING CAMPAIGN FOR THE LEAF – CANADA’S DIVERSITY GARDENS

**FOR IMMEDIATE RELEASE:** Winnipeg, June 7, 2022 – The Assiniboine Park Conservancy (APC) launched a match fundraising campaign today with the goal of raising \$1.5 million in community donations between now and the end of July in support of The Leaf – Canada’s Diversity Gardens.

All new donations received in support of The Leaf – Canada’s Diversity Gardens by July 31, 2022 will be matched dollar for dollar by the Richardson Foundation up to \$1.5 million, for a total of up to \$3 million.

“This is a wonderful opportunity for donors to double the impact of their gift in support of The Leaf – Canada’s Diversity Gardens and contribute to the completion of this exciting new attraction and the transformational redevelopment of Assiniboine Park and Zoo,” said Don Streuber, Vice Chair, Assiniboine Park Conservancy Board of Directors.

APC was created in 2008 by the City of Winnipeg and given a mandate to establish the future vision for Assiniboine Park and Zoo and carry out this transformation while protecting the Park’s cherished character and ensuring its long-term financial viability.

In 2009, APC unveiled a visionary redevelopment plan designed to breathe new life into the Park and Zoo. Supported by the *Imagine a Place* Campaign, the redevelopment was to be completed in three phases over the course of approximately 10 years.

In 2012, the community phase of the Campaign was launched with a fundraising match challenge that raised \$2.1 million. With the anticipated opening of The Leaf in late 2022, the redevelopment and *Imagine a Place* Campaign will both come to conclusion.

“In 2012, we asked our community to imagine an exciting future for Assiniboine Park and Zoo and they responded generously,” added Streuber. “Ten years later, we have come full circle with another match challenge as we work toward completion of The Leaf.”

This most recent gift from the Richardson Foundation builds on their previous support of the *Imagine a Place* Campaign which includes \$5 million in support of the Journey to Churchill exhibit at Assiniboine Park Zoo and another \$5 million for The Leaf – Canada’s Diversity Gardens.

“We are pleased to help foster the renaissance taking place at Assiniboine Park and encourage our community to join us in fulfilling the vision of establishing the Park as a world-class destination that will delight, educate and entertain visitors for generations to come,” said Shannon Fijal, Executive Director, Richardson Foundation.

Donations in support of The Leaf – Canada’s Diversity Gardens can be made:

- Online at [assinibonepark.ca/TheLeaf](http://assinibonepark.ca/TheLeaf)
- By phone at (204) 927-8080
- In person at The Pavilion at Assiniboine Park (open daily from 9 a.m. to 5 p.m.)

-30-

For interviews and information requests, please contact:  
Laura Cabak  
Director, Public Relations & Communications  
Assiniboine Park Conservancy  
C: 204-795-0091 E: [lcabak@assinibonepark.ca](mailto:lcabak@assinibonepark.ca)