



MEDIA ADVISORY - FOR IMMEDIATE RELEASE

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Celebrities join campaign for Toronto tribute to Dr. Jane Goodall

Leading figures from entertainment world come on board as campaign to kick off at Roots headquarters on Wednesday, Sept. 3

(TORONTO) – The official launch of the **Reason for Hope Tribute Dinner** campaign in honour of **Dr. Jane Goodall** will take place in Toronto on **September 3, 2008**. Dinner co-chairs and Roots co-founders **Michael Budman** and **Don Green**, along with their respective wives **Diane Bald** and **Denyse Green**, will host the campaign launch at the Roots global headquarters. **Dr. David Suzuki** is the Honorary Dinner Chair. Members of the media are welcome to attend.

There is great support for the **Reason For Hope** event on Nov. 16, 2008 from leading figures from the entertainment world including **Dan Aykroyd, Michael Douglas, Catherine Zeta-Jones, Eugene Levy, Robbie Robertson** and **Martin Short**. The MC will be **George Stroumboulopoulos**. Academy Award-winning Canadian film director and producer **Norman Jewison** will attend the campaign launch on Sept. 3. Members of the campaign team led by campaign co-chairs **Peter Biro, John Carmichael, Michael Davis, Alan Maislin** and **Marvin Sadowski**, and JGI Canada President **Barbara Cartwright** will be on hand to launch this exclusive event.

Dr. Jane Goodall, renowned primatologist and global environmental advocate, will receive the degree of Doctor of Philosophy (Honoris Causa) from the University of Haifa at the tribute dinner on November 16, 2008 in Toronto. Proceeds from the Tribute Dinner campaign will be shared equally between Canadian Friends of Haifa University and the Jane Goodall Institute of Canada and will support the development of the Institute's *Roots & Shoots* environmental and humanitarian education program in Canada and Israel.

Date: Wednesday, September 3, 2008

Place: Roots Canada
1400 Castlefield Avenue, Toronto

Time: 5:30 p.m. start

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The Jane Goodall Institute

The Jane Goodall Institute (JGI) is a global non-profit organization that empowers people to make a difference for all living things. We are creating healthy ecosystems, promoting sustainable livelihoods and nurturing new generations of committed, active citizens around the world. Founded in 1994, the Jane Goodall Institute of Canada supports community-centred conservation programs in Africa, sanctuaries for orphaned chimpanzees, and the *Roots & Shoots* program in Canada. *Roots & Shoots* is JGI's environmental and humanitarian education program and global network of youth from over 100 countries. For more information, please visit www.janegoodall.ca

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The University of Haifa

Represented locally by Canadian Friends of Haifa University, the University of Haifa is the largest comprehensive research university in northern Israel. Dedicated to academic excellence, its location atop Mt. Carmel provides a unique backdrop for novel interdisciplinary programs and cooperative endeavours with academic institutions around the world. An exciting and inspiring cultural mosaic, the university has a diverse student population, with over 17,000 students. The university recently received official recognition as a "green campus" from Israel's Ministry of the Environment.

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For more information, please contact:

Marilyn Campbell Davis
Jane Goodall Institute of Canada
Tel: 416.978.3633 ♦ Cell: 647-290-8500
Email: marilyn@janegoodall.ca

Hetty Shapiro
Canadian Friends of Haifa University
Tel: 416.972.9400
Email: hshapiro@haifa-univ.ca