



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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Roots Founders Kick Off Fundraising Campaign

Leading figures from entertainment world join Roots co-founders in support of tribute dinner for Dr. Jane Goodall at campaign launch

(TORONTO) – **Michael Budman** and **Don Green**, co-founders and co-owners of Roots Canada, announced the launch of the ***Reason for Hope Tribute Dinner*** campaign in honour of **Dr. Jane Goodall**, renowned primatologist and global environmental advocate. At a reception held at Roots global headquarters last night, dinner co-chairs, Michael Budman and Don Green, along with their respective wives **Diane Bald** and **Denyse Green**, inspired those in attendance to give big to the event that will be held in Toronto on November 16.

There is great support for this exclusive evening from leading figures of the entertainment world including **Dan Aykroyd**, **Michael Douglas**, **Catherine Zeta-Jones**, **Norman Jewison**, **Eugene Levy**, **Robbie Robertson** and **Martin Short**. The emcee for the dinner will be **George Stroumboulopoulos** and **Dr. David Suzuki** is the Honorary Dinner Chair.



*Academy Award-winning Canadian film director and producer **Norman Jewison** (centre), joined Roots Canada co-founders and co-owners **Michael Budman** (left) and **Don Green** at the campaign launch for the Tribute Dinner to honour Dr. Jane Goodall.*

Tribute Dinner recipient, **Dr. Jane Goodall**, will receive an honorary degree of Doctor of Philosophy from the University of Haifa in recognition of her global contribution as a humanitarian, conservationist and peace activist and, in particular, her initiative in founding ***Roots & Shoots***, a world-wide program that encourages young people to address both human and environmental issues in their communities and aims to foster a new generation of enlightened leaders. Proceeds from the Tribute Dinner 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*** education program in Canada and Israel.

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Many members of the campaign team were in attendance at last night's launch led by campaign co-chairs Peter Biro, John Carmichael, Michael Davis, Alan Maislin and Marvin Sadowski, and JGI Canada President Barbara Cartwright.

The Reason for Hope Tribute Dinner promises to be an evening to remember. It will be held on **Sunday, November 16 at The Fairmount Royal York Hotel**. Guests are encouraged to wear safari-chic attire. Tickets are \$500 each with sponsorship opportunities available from \$5,000 to \$50,000. To purchase tickets contact 416-972-9400 or 416-978-3558.

The Jane Goodall Institute

The Jane Goodall Institute (JGI) is a global non-profit 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. The Jane Goodall Institute of Canada, founded in 1994, 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, visit www.janegoodall.ca

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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