

NEWS RELEASE

FOR IMMEDIATE RELEASE:

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New Guelph Schools Studio and Guelph School Visits Bursary Fund established at the ROM

Proceeds from Annual Guelph Garden Party provide
free ROM admission to thousands of Guelph-area school students

(Toronto, Ontario - September 8, 2006) The Royal Ontario Museum (ROM) announced today that it had named the *Guelph Schools Studio* and established the *Guelph School Visits Bursary Fund* in recognition of \$500,000 in donations and pledges. This support comes from the patrons of an annual Garden Party and auction in Guelph, this year occurring on October 1, held in support of the Renaissance ROM campaign, and hosted by local residents Linda Hasenfratz and Ed Newton. Local manufacturer Linamar Corporation, and many other local businesses, are the event's key sponsors.

The ROM's new *Guelph Schools Studio* is located in the ROM's new 30,000 square-foot Learning Centre on Level 1B, adjacent to the Loblaws Entrance, at the south end of the Museum. The 1,000 square-foot studio opened earlier this year and is used for workshops, demonstrations, and hands-on creative experiences for thousands of students who participate in the ROM's School Visits Program and Guelph School Visits Bursary Fund, as well as participants of the ROM's Saturday Morning Club, March Break and Summer Club.

Ten per cent of the funds raised for the *Guelph Schools Studio* will be set aside to establish the Guelph School Visits Bursary Fund, offsetting the costs of admission to the ROM for Guelph-area organized school visits. As one of Canada's largest extra-curricular educators, the Museum offers a wide range of programs and services to more than 5,000 schools across Ontario. Through the Museum's flagship School Visits Program, one in seven Ontario school children visit the ROM each year—nearly 200,000 students—in organized school trips. Schools from the Guelph area are among the many regional schools that attend the ROM annually.

Linda Hasenfratz, a member of the ROM Board of Governors (previously Board of Directors) since 2001, now serves as Vice Chair of the ROM Board of Governors and a member of the Renaissance ROM Campaign Executive. She and her husband, Ed Newton, have enjoyed the opportunity to bring the ROM to the Guelph area in a meaningful way by creating a new group of ROM friends and patrons. Linda Hasenfratz remarked, "I'm delighted that the people of Guelph and surrounding areas have been so generous in supporting the creation of the Guelph Schools Studio. With their kind support, the ROM will create a legacy of wonder and discovery that will inspire future generations of children. I think this is recognition that the ROM is not just Toronto's treasure, but a museum for all of Canada that every Canadian can be proud of. "

"The Royal Ontario Museum is very grateful to all the donors of this initiative," said William Thorsell, ROM Director and CEO. "The generosity of the people of Guelph and Toronto will have a wonderful impact on the ROM and the thousands of schools and students it serves."

The Royal Ontario Museum is grateful to the many auction supporters for their generous commitment to the ROM's Learning Centre.

For more information about the ROM's Learning Centre, please contact Julian Kingston, Director, Education and Public Programs Department at 416.586.5798; e-mail: juliank@rom.on.ca

- 30 -

The **Royal Ontario Museum** (ROM) is an agency of the Government of Ontario. Created in 1912, Canada's largest museum of natural history and world cultures has six million objects in its collections and galleries showcasing art, archaeology and natural science.

Renaissance ROM is an ambitious expansion and heritage renovation project that will transform the Royal Ontario Museum into one of North America's great museums and a leading cultural attraction for the city, province and country. For more information, please visit www.rom.on.ca/renaissance

For 24-hour information in English and French, please call **416.586.8000** or visit the ROM's web site at www.rom.on.ca