

FOR IMMEDIATE RELEASE

New Museum Takes Root and Branches Out

Vancouver, BC, March 26, 2007 - The Jewish Historical Society of British Columbia (JHSBC) opens the doors of The Jewish Museum & Archives of British Columbia to the public today. The opening marks the realization of a vision developed by members of the JHSBC working with a museum design team.

"For many years, members of JHSBC have cherished the idea of a museum in Vancouver which presents exhibitions depicting the province's Jewish history. Today, we have realized our dreams by opening this wonderful facility," shares Bill Gruenthal, President of the JHSBC.

The design team of AldrichPears Associates, Henriquez Partners Architects, Panther Management and Artcraft Display Graphics, worked collaboratively with the JHSBC and members of the Jewish community to create an inspiring, memorable and visually-engaging visitor experience.

"The Jewish community is an important and growing part of British Columbia's cultural fabric. I am pleased to see the museum come to fruition and am proud that we were a part of it. This is significant - both for the Jewish community and the community at large," says Ron Pears, Principal at AldrichPears Associates, the exhibit planners and designers for the project.

AldrichPears Associates' greatest challenge was to take a wealth of experience and a variety of stories and work them into a relatively small museum space in a compelling and engaging way. Using the metaphor *deep roots and spreading branches* the exhibits highlight common ancient practices and illustrate how Jewish traditions continue to evolve and change. The new museum will help facilitate community-building, dialogue and create an understanding of an expanding Jewish population in BC.

About AldrichPears Associates

AldrichPears Associates is a Vancouver-based firm that provides exhibit design and planning services to museums, science centers, zoos, and interpretive centers. Serving an international clientele, the firm creates visitor experiences that captivate the imagination and invite lifelong learning.

About the Jewish Historical Society and Jewish Museum & Archives of British Columbia

The Jewish Historical Society of British Columbia (JHSBC) is devoted to collecting, preserving and making collections relevant to BC's Jewish community available to the public. The 3000-sq. ft. Jewish Museum & Archives of British Columbia is administered by the JHSBC and was made possible by thousands of work hours volunteered by Steering and Exhibition Committee members and Board of Directors. Over \$1 M was raised in donations from the Jewish community and \$100 K was granted by the BC Government through the Direct Access Capital Projects Program. The Museum is located on the 3rd Floor of the Jewish Community Centre, Ste. 300 - 950 West 41st Ave. in Vancouver, BC.

-30-

Contact:

Christine Berka
Director, Business Development
AldrichPears Associates
604.669.7044 ext. 159
cberka@aldrichpears.com