

# News Release

## *Humanitarian Sir Bob Geldof meets with Winnipeg Community Leaders and Activists*

**DEC 3, 2008 (WINNIPEG, CANADA)** – St. Boniface Hospital & Research Foundation's 2008 International Award recipient, Sir Bob Geldof, today met with community leaders, local human rights and poverty activists and, Foundation and Hospital Board members at a luncheon held at the I. H. Asper Clinical Research Institute on the St. Boniface Campus. During the event, 11-year-old Hannah Taylor, founder of the Ladybug Foundation Inc., presented Geldof with a red scarf as a symbol of hope and comradeship in the fight against poverty throughout the world.

Representatives from Winnipeg Harvest, the Ladybug Foundation, Rossbrook House, Focus Africa, Pinkham School, Siloam Mission, Friends of Uganda, Graffiti Art Program, Ten Thousand Villages, and Song for Africa, were among some of the community leaders and activists attending today's luncheon.

Geldof, who will officially receive the 2008 International Award at a sold-out dinner event this evening at the Winnipeg Convention Centre, says meeting with like-minded people such as those at today's luncheon inspires him.

"There are hungry and impoverished people everywhere in this world and it takes the guts and determination of groups like these to change that," says Geldof. "Today I met an 11-year-old who is helping to change the world by donating money she raises from selling handmade bracelets and scarves. If an 11-year-old can have that kind of a social conscience, shouldn't our world-leaders?"

In 1984, Geldof organized a group of pop artists under the name Band Aid and wrote and recorded "Do They Know it's Christmas" to raise funds for starving children in Ethiopia. In 1985, he decided that one song was not enough and organized Live Aid, which raised hundreds of millions of dollars for famine relief and opened the world's eyes to the suffering and extreme poverty of millions in Africa. Geldof revived his benefit concert concept in 2005 with Live 8, held just days before a G8 economic summit in order to put pressure on the world's leaders to lessen the burden of debt owed by Africa's nations, and support the fight against poverty, famine, and AIDs.

Today, as an activist and speaker in the world circuit, Geldof continues to focus his celebrity on bringing the attention of the world to underdeveloped countries, and to inspire G8 leaders to increase aid and cancel debt owed by impoverished countries.

"We are very grateful to Sir Bob for coming to Winnipeg to allow our community to honour him," says Stuart Murray, President & CEO, St. Boniface Hospital & Research Foundation. "This evening, when Sir Bob speaks to the sold-out crowd gathering at the Winnipeg Convention Centre, his vision and philosophy will be shared with almost a thousand other Winnipeggers and will inspire us to continue in our role of supporting medical research and advances in patient care."

The St. Boniface Hospital & Research Foundation was founded in 1971 and is an integral part of the St. Boniface Campus' continuing threefold objectives of providing excellence in patient care, education and research. As the primary fundraising organization for St. Boniface General Hospital, the activities of the Foundation remain consistent with its mission of raising funds to provide quality health care research as well as programs for improved quality of life and respect for the individual.

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