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FSWC launches Operation: Last Chance print campaign

The **Friends of Simon Weisenthal Center for Holocaust Studies** begins a print campaign this month to support Operation: Last Chance, an initiative to bring Nazi war criminals living in Canada to justice.

The advertisements present a photograph of a woman about to be hanged by the Nazis. Below the image is the tag line "Wanted: Alive," while a reward amount of \$10,000 is prominently displayed above it. The reward is an incentive offered by the FSWC to encourage citizens to come forward with any information they may have on Nazi war criminals living in the country.

The FSWC will run the ads, which were developed in consultation with Toronto's **The Communications Group**, in Canadian-based ethnic newspapers, including the *Bulgarian Forum*, *Deutsche Presse* and *Ukrainian News*.

"There are many émigrés into Canada who may have been involved as war criminals and assisted the Nazis," says **Leo Adler**, director of public affairs for the FSWC. "We felt we should target the ethnic newspapers because there may be people there who know something."

However, two such newspapers—the Lithuanian publication *Teviskės Ziburiai* and the Estonian *Eesti Elu*, have refused to run the advertisements.

"Obviously that's their right, but we're disappointed that they didn't consider it," says **David Eisenstadt**, founding partner of The Communications Group.

Adler says that Operation: Last Chance—which launched in Canada June 6 to coincide with the 61st anniversary of D-Day—is an acknowledgement that time is running out to apprehend and prosecute aging war criminals who have thus far eluded justice. But he adds that the initiative, as well as the ad campaign, is also relevant to more recent history.

"We would never forgive or forget Osama bin Laden no matter how old he gets, nor those responsible for the atrocities in Rwanda or Kosovo," says Adler. "Justice shouldn't give people a bypass just because they're old."

The announcement of the print campaign was made to coincide with the first anniversary of the death of Simon Weisenthal, creator of the Los Angeles-based Simon Weisenthal Center of which FSWC is an affiliate. In addition to its four North American locations, the SWC has offices in Buenos Aires, Paris and Jerusalem.

Operation: Last Chance and its attendant ad campaigns have been introduced around the world on a nation by nation basis for the past two years, according to Adler.

—Matt Semansky

