



# Nobel Prize Laureate and Presidential Medal of Freedom Recipient to Visit CI Campus in February

Camarillo, Calif., Dec. 16, 2009 - CSU Channel Islands (CI) will welcome back to the campus 2006 Nobel Peace Prize Laureate and 2009 Presidential Medal of Freedom recipient Professor Muhammad Yunus on Friday, Feb. 26, 2010.

The University will host several campus activities during Dr. Yunus' visit. His book, *Creating a World without Poverty: Social Business and the Future of Capitalism*, was selected for the CI annual Campus Reading Celebration. At a morning event, Professor Yunus will discuss the book and review social projects with CI faculty, staff and students.

At 4 p.m., the general public will have an opportunity to join students from CI, Ventura, Moorpark, and Oxnard Colleges at the Thousand Oaks Civic Arts Plaza to discuss social business and the new-found corporate interest in social business.

The University expects a sold-out event and encourages the general public to buy tickets as soon as possible to assure a seat for this event. Tickets are \$20 and can be purchased by visiting [www.ticketmaster.com](http://www.ticketmaster.com) or by visiting the Thousand Oaks Civic Arts Plaza at <http://www.toaks.org/cap/tickets/events/event.asp?eventID=1514>

The list of Yunus' awards and recognitions is lengthy and the impact of his work in microfinance around the world is profound. "Professor Yunus has been instrumental in creating a business model that advances economic and social development in the poorest regions of the world. By developing social businesses in healthcare, education, nutrition, and financial services that rely on sound business principles rather than philanthropic donations, businesses impact poverty levels in a more sustainable way, stated Julia Wilson, Vice President for University Advancement.

"This 'movement' has accelerated over the past few years, engaging international corporations such as BASF, Autostadt, Otto Group, Reebok, and Dannon Yogurt in businesses where the bottom line is social impact rather than profit."

Provost Dawn Neuman added, "CSU Channel Islands strongly believes that students should be exposed to world issues and solutions that they will encounter upon graduation." CI faculty members have been working on creating the California Institute for Social Business with the support of Professor Yunus.

In a recent global forum held in Berlin, Germany, Professor Yunus described CSU Channel Islands as a university that is educating for the future, not the past. Because

the campus is young and has an entrepreneurial outlook, Yunus sees Channel Islands as the perfect place to develop the Institute. The Institute will provide a resource for faculty interested in developing curriculum and carrying out research related to social business.

For further information about Professor Yunus' Feb. 26 visit go to: [www.csuci.edu/crc/yunus](http://www.csuci.edu/crc/yunus). Further information about Professor Yunus can be found by visiting: [www.yunuscentre.org](http://www.yunuscentre.org)

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*CSUCI Mission Statement*

*Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.*