

PRESS RELEASE



Adopting Animals from Ogilvy's Mechanical Christmas Window Displays at the McCord Museum Makes an Original Present!

***Adopt a Stuffed Animal!*: McCord Museum Foundation Launches Original Campaign to Preserve Montreal Holiday Tradition**

Montreal, November 13, 2018 – They're endearing, cheerful, magical—and a long-standing tradition much loved by Montrealers. This year, the McCord Museum invites you to give the gift of Montreal history by "adopting" one of the stuffed animals from the Ogilvy's mechanical Christmas window displays being presented for the first time as part of the *Enchanted Worlds* event at the Museum! The aim of the McCord Museum Foundation's *Adopt a Stuffed Animal!* fund-raising campaign is to maintain this Montreal holiday tradition for years to come.

"The Foundation's mission is to raise funds to preserve the collections and present stimulating exhibitions, as well as educational and cultural activities that appeal to visitors," said Nathalie Lévesque, Executive Director of the McCord Museum Foundation. "The *Adopt a Stuffed Animal!* campaign invites Montrealers to do something special to preserve this seventy-year-old Montreal tradition," she concluded.

Adopt an animal and carry on the tradition!

The *Adopt a Stuffed Animal!* campaign is a lot of fun. It offers a chance to symbolically adopt animals from the *Enchanted Worlds*. So it's a wonderful opportunity to give an original, delightful and meaningful gift, while at the same time helping the Museum fulfil its mission of preserving our heritage, history and culture. In all, there will be 141 lots of animals available for five-year adoption, ranging in price from \$50 to \$500. (Prices depend on the size and number of the animals in the lot.) In addition to a tax receipt, adoptive parents will receive a certificate featuring a photograph of their animal on which to write the name of their choosing. They can also send the name in for inclusion on the McCord Museum Web site.

What's more, for every animal adopted, iÖGO nanö (Agropur) will make a matching donation. The campaign will potentially raise \$50,000. *Adopt a Stuffed Animal!* is a wonderful opportunity to give the gift of Montreal history.

To find out more and adopt an animal, go to adoptastuffedanimal.ca.

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. McCord Museum: Our People, Our Stories.

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Interviews may be arranged with Nathalie Lévesque, Executive Director of the McCord Museum Foundation, and Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Source and information

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