

# PRESS RELEASE

OUR PEOPLE OUR STORIES  
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## ABRACADABRA, ALAKAZAM, HOCUS POCUS

### The McCord Museum Annual Ball 2017: a magical evening!

Montreal, April 25, 2017– The McCord Museum is pleased to announce this year’s Annual Ball, *Abacadabra*, will be held on Thursday, May 4, 2017 in the vast Arsenal contemporary art complex, located at 2020 William Street in Griffintown. The evening begins with a cocktail reception at 6:30 p.m., followed by a dinner dance at 8 p.m. The position of Honorary Co-President of the Ball is shared by H  l  ne Fortin, Chair of the Board of Directors of Loto-Qu  bec; Jean Houde, Chair of the Boards of Directors of National Bank and Gaz M  tro; Monique F. Leroux, Chair of the Board of Directors of Investissement Qu  bec and President of the International Cooperative Alliance; and Robert Tessier, Chair of the Board of Directors of the Caisse de d  p  t et placement du Qu  bec. Guests of honour include the Mayor of Montreal, Denis Coderre, and renowned magician Luc Langevin.

“The Annual Ball is a major event for our Museum. The funds raised contribute to the dissemination of our collections, our educational activities on Montreal history and the promotion of our institution. The theme of the Annual Ball 2017 is based on an outstanding acquisition in 2015, a collection of posters and documents related to the world of magic. The Allan Slight collection is unique in Canada and one of the five most important private collections on the subject in the world. A remarkable exhibition featuring the acquisition will welcome its first visitors next month. On this beautiful evening, I invite you to celebrate this wonderful gift, which enriches not only the McCord Museum but also our city and Canada’s heritage,” says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Inspired by the summer exhibition *Illusions: The Art of Magic*, the Annual Ball 2017 will take place in an atmosphere of mystery. Artistic director Dick Walsh (Walsh Lab Design) plays with transparency to create an ethereal world of illusion.

The menu for the evening will be prepared by Mannica Utapat (Mannica Utapat Traiteur) and service will be provided by Sebastien Forand (Forand Évènements). Fresh and colourful dishes will harmonize elegantly with wines graciously offered by the Société des alcools du Québec (SAQ).

Music for the event will be provided by the renowned DJ Geneviève Borne and by VJ Video Girl. Exciting rhythms and visual animation will keep guests dancing until midnight. In addition, Pur Vodka and Romeo's Gin will offer an open bar as of 10 p.m.

Donations can be made or individual tickets purchased for the 2017 Annual Ball by calling the McCord Museum Foundation at 514-861-6701, ext. 1278.

For further information: [musee-mccord.qc.ca/en/fundraising-events/annual-ball/](http://musee-mccord.qc.ca/en/fundraising-events/annual-ball/)

### **About the McCord Museum**

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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Interviews can be arranged with Nathalie Lévesque, Executive Director, McCord Museum Fondation

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