

PRESS RELEASE

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THE 5th EDITION OF THE SUGAR BALL WILL MOVE TO THE BEAT OF QUEBEC MUSIC

Montreal, May 9, 2014 – The McCord Museum is pleased to present the 5th edition of its Sugar Ball on **Friday, May 9, 2014 at 8 p.m.**, presented by National Bank, in collaboration with Lexus. Some 800 party-goers, mostly aged 25 to 45, will gather for a special evening at the Arsenal (2020 William Street, Montreal) to encourage the preservation and sharing of our history

The Young McCord is organizing the event as a fundraiser for the Museum. This group of young professionals, passionate about art and culture, have a common goal – to protect and share Montreal’s collective memories by supporting the McCord Museum. All proceeds will go toward the conservation of McCord Museum collections, the production of stimulating and innovative exhibitions and the development of educational and cultural programs.

“At the National Bank, we believe that youth and culture contribute to the development of every society. We are pleased to join with the Young McCord Circle which, through an evening full of music, opens the world of cultural patronage to young professionals for the benefit of an important Montreal cultural institution,” said Véronique Lettre, Senior Manager, Brand and Community Involvement, at the National Bank.

“The Sugar Ball is unquestionably the philanthropic and cultural event of the year in Montreal. Its influence on the Montreal scene is clear proof,” says Christine Lenis, Co-Chair of the Sugar Ball Committee and lawyer with Davies Ward Phillips & Vineberg LLP. “The event not only allows guests to celebrate and network, it also supports our mission,” she continues.

“When you consider 800 young people take part each time we hold the event, there is every reason to believe they are drawn to the cause. We are delighted with the enthusiasm generated by the Sugar Ball and greatly appreciate the interest,” says Brahm Mauer, Co-Chair of the Sugar Ball Committee and owner of Brahm Mauer Bar Services.

The theme of the Sugar Ball comes from the Museum’s new exhibition *Music – Quebec: From Charlebois to Arcade Fire*, May 30 to October 13, 2014. The evening will pay tribute to music since the 1960s to reflect the exhibition, an immersion in the popular passions of Quebec during that period with a spotlight on the important artists involved. The famous **DJ Abeille** will create the musical ambience until 10 p.m. After that, guests will be able to dance into the wee hours to electrifying songs re-mixed by the renowned **DJ YO-C**.

An evening of surprises and activities awaits VIP ticket holders, including a media red carpet and a cocktail reception from 8 p.m. to 10 p.m. with gourmet stations featuring Montreal cuisine, such as oysters from M sur Masson, fresh pizza from



DJ YO-C, Sugar Ball 2013
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Sugar Ball 2013
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Bevo Bar + Pizzeria, Snowdon Deli's delicious smoked meat, sushi from Ryu, delicacies provided by B & M restaurant and hors-d'œuvres from Santos, to name a few. There will also be high-end drinks, including a scotch tasting, compliments of Burgundy Lion pub. As well, guests will have access to an open bar with Bacardi Limited offering its Grey Goose, Bacardi and Bombay Sapphire products.

A draw during evening will allow guests to walk away with great prizes provided by several generous sponsors, including Anzie Jewelry, Catherine Malandrino Boutiques and the Ritz-Carlton Montreal hotel. Women will be able to take advantage of beauty touch-ups from Yves Saint Laurent, which will also provide VIP guests with gift bags full of little extras. In addition, guests can participate in a fabulous Instagram contest organized by Browns. The grand prize is a shopping spree!

Donors lead the Ball!

As part of the event, the Young McCord Circle of donors, is making an exciting offer. These young philanthropists, from 18 to 40, help protect and share Montreal history by supporting the McCord Museum. Anyone who joins the Circle will receive a free VIP ticket for the Sugar Ball (value \$160) and will benefit from many other advantages, including an invitation to a subsequent VIP red carpet planned for the exhibition *Music – Quebec: From Charlebois to Arcade Fire* on May 28. In addition, anyone who buys a ticket for the Sugar Ball or joins the Circle before **April 30, 2014** has a chance of winning two nights in a four-bedroom chalet at Côté Nord Tremblant. It's a great opportunity to celebrate while helping to preserve history for future generations! For more details: mccord-museum.qc.ca/en/support/young-mccord.

The Sugar Ball 2014 is made possible through the support of: **National Bank**, presenter, **Lexus**, major contributor; **Davies Ward Phillips & Vineberg LLB**; **Browns**; **Antidote**; **Canderel**; **Groupe CGI Inc.**; **Catherine Malandrino**; as well as **Groupe Brivia** and **Groupe Shapiro**, event partners; and **Notable**, media partner.

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 1.44 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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Interview possibilities with Dermai Darragi, Development Officer for the McCord Museum Foundation

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