

PRESS RELEASE

OUR PEOPLE OUR STORIES
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2015 McCORD MUSEUM ANNUAL BALL CELEBRATES “MONTREAL BY NIGHT”

Montreal, April 26, 2015 – The McCord Museum is pleased to announce that its Annual Ball will be held on **Thursday, May 7, 2015**, in the magnificent Arsenal contemporary art centre at 2020 William Street in Griffintown. The evening will begin with a cocktail reception at 6:30 p.m. and will be followed at 8 p.m. with a gourmet dinner and dancing. This year’s Honorable Co-Presidents are Jean-Christophe Bédos, President and CEO of Birks & Mayor, Carlos Ferreira, Founding President of Groupe Ferreira, Daniel Fournier, President and CEO of Ivanhoé Cambridge, and Normand E. Hébert, President and CEO of Groupe Park Avenue.

The gala event will be particularly festive this year, with its theme “Montreal by Night,” a scene that made many headlines between the 1920s and 1980s. The evening will feature a black and white motif, with the décor conveying an elegant cabaret from the Red Light District. Artistic direction of the Ball has been entrusted to the talented team at Walsh Lab Design, winner of a number of international awards.

Cocktails will be inspired by Montreal culinary favourites, while the dinner developed by caterer Mannica Utapat will offer distinctive and fresh “market cuisine” colours and flavours.

A jazz trio will set the mood during the cocktail reception, with music by Bet.e and Stef entertaining guests during dinner. Following dinner, DJ Geneviève Borne takes over and, assisted by VJ Video Girl, will get the evening’s guests up on their feet and dancing to a spirited beat well into the night. Two

intimate bars will also be set up in the hall to heighten the convivial atmosphere of the venue.

A few individual tickets and *Prestige* tables are still available for the event. To reserve, please call 514-398-7100, ext. 280, or email bal@mccord.mcgill.ca.

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 Foundation.

Source and information:

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