

PRESS RELEASE



THE 6th EDITION OF THE McCORD MUSEUM SUGAR BALL ON MAY 8, 2015 AN EVENT YOU WON'T WANT TO MISS

Montreal, April 24, 2015, – The McCord Museum is pleased to present the 6th edition of its Sugar Ball, on Friday, May 8, 2015. About 800 guests, mostly young professionals, will gather in the vast space of Arsenal contemporary art complex, at 2020 William Street in Montreal's Griffintown district. Their attendance will encourage and support the Museum's mission of preserving and sharing the city's social history.

All proceeds will go toward the conservation of the McCord Museum collections, the production of stimulating, innovative exhibitions and the development of cultural and educational programs. The McCord Museum is particularly grateful to Davies (Davies Ward Phillips & Vineberg S.E.N.C.R.L., s.r.l), who has been an important partner of the Sugar Ball for the past six years. Christine Lenis, a partner at Davies, has played a key role as a member of the Sugar Ball committee since its inception, becoming Chair of the committee three years ago. In addition, a special thank you to the Caisse de dépôt et placement du Québec, Park Avenue Lexus Sainte-Julie and Spinelli Lexus Lachine, who been loyal supporters.

Open bar, delicious food, and music you can't resist

Stephane Cocke will bring a jazz infused eclectic DJ set with a live musician to the VIP portion of the night from 8 p.m. to 10 p.m., followed by DJ YO-C, from 10 p.m. to 3 a.m., who will drop some serious beats until the wee hours of the morning. An open bar will quench everyone's thirst from 8 p.m. until 3 a.m.

The theme of the Ball this year will be sugar, sugar and more sugar, a concept developed by Circo de Bazuka. Guests will see displays brimming

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with irresistible sweets, an explosion of colour, shapes and flavours. VIP ticket holders will have free access to many gourmet food stations serving cuisine from Montreal restaurants, such as Ferreira and Taverne F, Milos, Le Richmond, Ryu, Bevo, as well as sweets from Les Délices Lafrenaie, Itsi Bitsi and a candy bar by Squish.

There will also be top quality drinks, including a scotch tasting offered by Burgundy Lion, wines by Onivino as well as Grey Goose, Bacardi rum and Bombay Sapphire all night.

Women will be able to get beauty touch-ups, courtesy of Yves Saint Laurent. Well-known fashion bloggers will elect the best-dressed man and woman of the evening, and guests have the chance to win 200 pairs of Converse shoes.

Purchasing tickets

To purchase tickets and see photos and video from the Sugar Ball 2014, please visit: mccord-museum.qc.ca/sugar-ball/



About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, both past and present, as well as its people, artists and communities. It 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 1,440,000 artefacts. With its contemporary perspective on history, the McCord Museum produces exciting exhibitions that captivate visitors from Montreal, Canada and beyond. It also offers educational and cultural activities, as well as innovative projects on the Internet. ***McCord Museum, Our People, Our Stories.***

Interview possibilities with Dermai Darragi, Development Officer, McCord Museum Foundation or Christine Lenis, Chair of the Sugar Ball Committee.

Source and information:

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