

PRESS RELEASE

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WINE AND FOOD AT THE MUSEUM: AN ANTICIPATED SECOND ANNUAL FUNDRAISING EVENT

Montreal, September 12, 2012 - Following the success of last year, the McCord Museum is bringing back its *Wine and Food at the Museum* evening to benefit the McCord Museum Foundation. The second annual fundraising and wine-tasting event, slated for October 18 at 6 p.m., will once again offer a one-of-a-kind opportunity for wine-lovers to expand their knowledge, enjoy fine wines and delicious hors d'oeuvres, and network, all the while supporting a very worthwhile cause.

"We are delighted to be repeating this event, which proved so popular last year, drawing 250 attendees. The monies we raise at our Wine and Food at the Museum evening go towards enhancing the Museum's collections through ambitious conservation and restoration programs. We have set an objective of \$50,000 in support of this mission," explained Kathryn Muller, Executive Director, McCord Museum Foundation.

Italy in the spotlight

The theme of this year's *Wine and Food at the Museum* event is Italy to coincide with the new exhibition, *Mimmo Jodice Sublime Cities*. The Museum will offer a taste of *la dolce vita* during an evening that promises excellent Italian wines (from the Gabbiano estate) and culinary traditions from the Mediterranean country (notably Garofalo pasta).

Throughout the evening, guests will be invited to circulate between tasting stations to sample a variety of exceptional wines (Sauvignon Blanc, Chardonnay, Shiraz and Cabernet Sauvignon) recommended by professionals from Treasury Wine Estates. Each station will offer bottles ranging between \$40 and \$60 in value.

Bill Zacharkiw, wine critic for *The Gazette* and guest sommelier at the event, will offer two 30-minute workshops during which participants can discover the unique flavours and learn about Chianti, the evening's featured wine. The seminars will also focus on aging procedures for fine wines.

A tasting of a number of authentic Italian products, all perfect complements to the wines, is also on the menu: olive oil and refined balsamic vinegar, offered by Gabbiano, as well as delectable Italian hors d'oeuvres from Julien-Leblanc Traiteur. And to top things off, last year's hugely popular Joe Beef oyster bar will also be returning this year.

Event co-chairs Annie Lapointe, Vice President, Investment & Corporate Banking at BMO Capital Markets, and Elaine Barsalou, Director, Global Investment Banking, Scotia Capital are supported by a group of dynamic volunteers.

The Museum is pleased to have the support of these valued collaborators as well its media partner, *The Gazette*, and the Caisse de dépôt et placement du Québec.



Photo credit: Sonia Cardinal



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Photo credit: McCord Museum

Door prizes

Prestigious door prizes will also be drawn at during the evening, including a magnum of wine, an Italian-themed gift basket, the stunning Mimmo Jodice exhibition catalogue, and a family membership to the McCord Museum.

Tickets can be purchased for \$200 each (partial tax receipts will be issued) and include unlimited wine and food. For tickets, please visit <http://www.mccord-museum.qc.ca/wine/> or call 514-398-7100, ext. 237.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history: its people, artisans and communities, and the city's past and present. The 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 and farther afield by offering them a contemporary look at the world. It also offers educational and cultural activities, as well as innovative projects on the Internet. ***McCord Museum: our people, our stories.***

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Photographs and a list of the wines offered are available on request. Opportunity for interviews with Kathryn Muller, Executive Director, McCord Museum Foundation.

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