

PRESS RELEASE

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WELCOMING SYRIAN REFUGEES: THE McCORD MUSEUM TAKES PART IN THE 25 000 TUQUES PROJECT

Montreal, December 1, 2015 – The McCord Museum is pleased to announce its participation in the *25 000 Tuques* project and to serve as a drop-off location for this spontaneous, grass-roots initiative. The *25 000 Tuques* project was initiated by writer and actress Danielle Létourneau and a group of knitting-enthusiast friends a few weeks ago on Facebook. Together they gave themselves the mission of knitting 25,000 tuques for the refugees who will be welcomed to Quebec as well as all over Canada over the coming weeks.

These wool hats, which will keep them warm during the cold season, will each be accompanied by a small, personalised message slipped inside and will act as welcome gifts. The concept of *25 000 Tuques* comes from the Quebecois tradition of offering a tuque to each newborn on his or her first day of life. Knitting a tuque is a symbolic welcome act and demonstrates that everyone aspires to a united, close-knit society.

Knitting days at the McCord Museum

The McCord Museum is contributing to the initiative by organising two knitting days that will take place in the Atrium of the Museum on Fridays, December 11, 2015 and January 15, 2016, from 1 p.m. to 6 p.m. People interested are urged to attend* the event in order to come knit one or several tuques in the company of other participants.

The tuques that will be knit on the spot or elsewhere may be deposited in the box created for this purpose, located at the main entrance of the McCord Museum (690 Sherbrooke street West). The Museum will subsequently see that the tuques are delivered to a refugee welcome centre.

Those who wish to participate but without knitting are invited to donate skeins or balls of yarn that will serve in the creation of tuques. Every donation will be greatly appreciated.

“As a social history Museum that aims to reflect a city open to the world and its cultural diversity, this project speaks to us, and we are happy to associate ourselves with it to bring support and comfort to our new compatriots,” declared Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

For all additional information, it is possible to communicate with Laura Delfino, Coordinator, Education programs, at laura.delfino@mccord-stewart.ca, or by telephone at 514-398-7100, ext. 250, or to visit the official Web site of *25 000 Tuques*, <https://www.facebook.com/25000tuques/>

*No reservation necessary.

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 1,451,000 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 possible with Laura Delfino, Coordinator, Educational programs.

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