

PRESS RELEASE

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WINE AND FOOD AT THE MUSEUM: AN INCOMPARABLE EVENING AND A GREAT CAUSE

Montreal, October 6, 2011- The McCord Museum is pleased to present *Wine and Food at the Museum* on October 13, 2011, at 6 p.m. in aid of the McCord Museum Foundation. This evening of fundraising and wine tasting, the first of its kind at the Museum, is an ideal opportunity for wine lovers to meet, chat and network, while supporting an excellent cause.

"The money raised will be put towards improving the Museum collections through the development of ambitious conservation and restoration programs," explains Elizabeth Gomery, Executive Director, McCord Museum Foundation. *"Our objective for the evening is to raise \$50,000. This is an event that will be very popular among wine enthusiasts who would like to learn a little more on the subject and network with other professionals."*

Throughout the evening, donors will be invited to move among eight tasting stations to sample a variety of wines recommended by accredited sommeliers. The wines, supplied by Treasury Wine Estates, vary in price from \$40 to \$60 per bottle.

The sommeliers on hand for the event, including Bill Zacharkiw (sommelier and wine critic for *The Gazette*) will share their knowledge and give donors advice on distinguishing fine wines from table wines. They will also present the wine-growing areas of the products presented and that they themselves hail from. In addition to the wine tasting, Joe Beef will offer an oyster bar, while Francis Beaulieu Traiteur will provide hors d'œuvres that perfectly complement the featured wines.

The McCord Museum is proud to have the support of these invaluable partners as well as support from the Caisse de dépôt et placement du Québec.

Silent auction and exclusive tour

A silent auction will also be held during the evening and will feature such prestigious items as bottles of wine valued at more than \$100 and collector photographs by some of Canada's top artists. Each ticket also entitles the donor to an exclusive tour of the new McCord Museum exhibition *Edward Burtynsky: Oil*, which the Museum is presenting from October 6, 2011, to January 8, 2012.

Tickets cost \$200 each (a tax receipt for \$150 will be issued) and include unlimited wine and food. For tickets, please visit the McCord Museum Web site (<http://www.mccord-museum.qc.ca/en/support/foundation/events/>) 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, as recounted by its past and present people, artists and communities. 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 stimulating exhibitions that engage visitors from Montreal 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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Photos and wines list are available upon request, as are interviews with Elizabeth Gomery, Executive Director, McCord Museum Foundation

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