

PRESS RELEASE

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A FIRST FOR THE McCORD MUSEUM: *AFTER HOURS AT THE McCORD*, OR THE ART OF DOING EVENINGS DIFFERENTLY

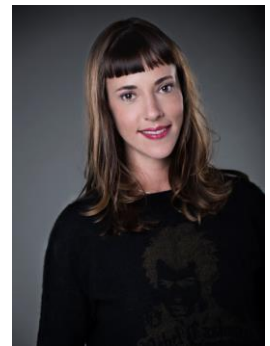
Montreal, September 3, 2014 – Looking to spend an enjoyable evening with friends or colleagues but tired of the traditional bar scene? The McCord Museum introduces a new concept, *After Hours at the McCord*, which combines culture, music, and cocktails. Montreal's young professionals can visit the Museum's current exhibitions, have a drink at the bar* and savour appetizers from restaurant *Le Renoir - Sofitel Montréal*, while chatting in a relaxed atmosphere that's ideal for networking. And, with a soundtrack provided courtesy of a well-known DJ, your evening will be complete.

The first two editions of *After Hours* will be held on **Thursday, September 11 and Thursday, October 9**. Not only will you have access to the exhibition *Music – Quebec: from Charlebois to Arcade Fire*, lauded by media and visitors alike, but, on September 11, from 5 P.M., the atmosphere will also be charged with music provided by two DJs, Catherine Pogonat and Philippe Fehmiu, from ICI Musique,. The evening offers a host of advantages: admission tickets are offered at \$15 instead of \$19, and the price will be reimbursed to any visitors who become Museum Members on the evening they attend. In addition, the new Members will be offered a 20% discount on any purchases they make at the Museum Boutique during the evening, and, like all Members, they'll enjoy a full year's free access to all McCord Museum exhibitions and a 10% discount on Boutique purchases.

*Pay bar

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



Catherine Pogonat



Philippe Fehmiu

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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<https://www.facebook.com/events/680726225348466/>

Source and information:

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