

PRESS RELEASE

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THE 4th EDITION OF THE McCORD MUSEUM SUGAR BALL: A CHIC EVENING THAT CELEBRATES MONTREAL LIFE

Montreal, April 23, 2013 – The McCord Museum is pleased to present the 4th edition of its Sugar Ball on Friday, May 10, 2013, at 7:30 p.m. The event, which will bring some 600 party-goers to Entrepôts Dominion (3968 Saint-Ambroise Street, Montreal) on the Lachine Canal, is an initiative to encourage the preservation and sharing of our history during an unforgettable evening organized by the Young McCord.

For the fourth consecutive year, the Young McCord, a group of young professionals passionate about art and culture and sharing a common vision—to support the McCord Museum by volunteering and actively contributing to its activities—is hosting this important fundraising event. 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.

“Once again this year, we are delighted to be organizing this event,” said Christine Lenis, a lawyer with Davies Ward Phillips & Vineberg LLP and co-chair of the 2013 Sugar Ball. *“In 2012, tickets to the Sugar Ball sold out. Each year, interest in the event grows, and this year’s edition promises to be no exception. The public’s enthusiastic response shows a sincere desire to support us in our mission, which we greatly appreciate.”*

With a theme reflecting the elegance of the 1950s and the golden age of cinema, this year’s Sugar Ball has been inspired by the exhibition *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon*, which opens at the McCord Museum on June 6, 2013. With Montreal’s charm and prestige evident in the Ball’s stunning décor and delectable menu, Ball goers will enjoy an evening of glamour while revelling in the many pleasures associated with this iconic era.

An evening of surprises and fun awaits VIP ticket holders, including a cocktail buffet featuring gourmet stations offering some of Montreal’s top cuisine, such as delicious hors d’œuvres from La Queue de cheval and Santos/Dolcetto, cold cuts from Dominion Square Tavern, oysters from Le Garde Manger, sushi from Ginger, and delicacies from La Cornetteria, to name just a few. The alcohol offered will be top quality, including a scotch tasting courtesy of Burgundy Lion Pub. Musical ambiance will be provided by the great Alex Bellegarde jazz ensemble until 9:30, followed by the best dance music in town served up until the wee hours by renowned DJ YO-C. An open bar will also be offered. The evening will end with a draw, and many attendees will leave with spectacular prizes generously provided by sponsors that include Restaurant L’Original, Holt Renfrew, Anzie Jewelry, and Côté Nord Tremblant Resort.



Sugar Ball 2012 © Angela Campanelli



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Donors lead the Ball!

As part of this event, the Young McCord Circle of donors, young professionals who contribute to preserving our historical and cultural heritage, is making an exciting offer. Until May 3, 2013, anyone who becomes a Young McCord member will receive a free ticket to the Sugar Ball (limited quantity of tickets available)! There's no better opportunity to party while helping preserve our history for future generations. For more information, please visit www.mccord-museum.qc.ca/ym.

Tickets for the Sugar Ball are available at \$160 (VIP ticket, including cocktail buffet) and \$120 (event begins at 9:30 p.m.) and can be purchased on the McCord Museum Web site at www.mccord-museum.qc.ca/sugar-ball/ or by calling 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 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 1.4 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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The McCord Museum also thanks the following 2013 Sugar Ball sponsors and donors: **Scotiabank, Caisse de dépôt et placement du Québec, Davies Ward Phillips & Vineberg LLP, LASIK MD, Broccolini Construction, Centre dentaire Bois-de-Boulogne, Loto-Québec, Parasuco, Bleublancrouge, Stein & Stein LLP, DentsuBos and Canderel.**