

PRESS RELEASE

OUR PEOPLE OUR STORIES
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MCCORD MUSEUM LAUNCHES FRANCIZATION PROGRAM FOR NEWCOMERS

Montreal, March 31, 2016 – With its collections that recount the social history of Montreal and its clear focus on education and our diverse cultural communities, the McCord Museum is a vital contributor to the francization of newcomers to the city. Drawing on its experience, the Museum has collaborated with a francization specialist to prepare an accurate profile of these new immigrants and a program to meet their expectations and needs. In groups no larger than 30 adults, visitors are invited to discover the permanent exhibition *Montreal – Points of View*, which brings together objects and photos from the Museum’s collection and relates the history of Montreal from its earliest days before the arrival of the Europeans to today’s vibrant metropolis. Visits begin on April 5, 2016, and will be led by facilitators who have received special training for the program.

“These visits have been designed to respond to both the needs of newcomers and the objectives of the *Programme-cadre du ministère de l’Immigration, de la Diversité et de l’Inclusion*. Visitors will be invited to learn about the history of men and women who also arrived here from a different land with their hopes and dreams and who joined together and over time created a society unlike any other in North America. The knowledge our visitors will gain of a city rich in in Quebec culture and the diversity of its communities will help them embrace Montreal as their home,” said Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

To enhance their experience at the Museum, program participants will be encouraged to ask questions about the artefacts, share their own memories, and compare their own culture with that of Montrealers. The visit will conclude in a relaxed and entertaining way with a workshop during which they will make a clay pot using traditional Iroquois methods.

Thanks to the generosity of a Montreal philanthropist, admission to the program will be free to the first 1,000 visitors.

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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Photographs available on request. Interviews can be arranged with Dominique Trudeau, Head, Education programs.

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