

# PRESS RELEASE

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## TOYS 2 EXHIBITION: PLAY DETECTIVE AT THE McCORD MUSEUM!

**Montreal, November 18, 2011** — For a second consecutive year, the McCord Museum is presenting its exhibition of toys. This magical, interactive family exhibition, called *Toys 2*, at the Museum from November 18, 2011, to March 11, 2012, appeals to young and young-at-heart alike. Building on its resounding success last year, *Toys 2* is back with a brand-new concept that will not only allow visitors to discover hundreds of toys from the Museum's collection, but will also take them into a fascinating world where they can hunt for ... mice!

### Playing detective

Combining sleuthing with a winter adventure, *Toys 2* features a game of cat and mouse in the heart of the winter. Visitors will be invited to help the cat with its quest, through nursery rhymes and four entertaining themes. It's a fun way to discover more than 200 toys selected from the 11,000 treasures in the Museum's collection, some of which are almost 150 years old. **Note that admission is free for children 12 and under.**

While it is designed primarily for children aged 3 to 9 by Lupien + Matteau architectes in collaboration with Francis Monty from Théâtre de la Pire Espèce, the exhibition will definitely not leave parents indifferent! It's a great opportunity to spend time as a family. "The Toys exhibition enjoyed great success last year and, as promised, we're back this year with *Toys 2*, creating a winter tradition for Montreal families," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. "This second exhibition is in response to the enthusiastic reception we received last year. It has been completely revamped and now offers a new experience that will fascinate people of all ages who will enjoy discovering or rediscovering all the toys and artefacts."

As they make their way through the exhibition, visitors will discover numerous artefacts that will immerse them in various environments. They will be able to slip into an igloo and meet plush teddy bears and dolls on drifting ice floes. Armed with a magnifying glass, they will then enter a world where reality coexists with the imaginary, using a world map, endless images and a passage to the other side of the mirror!

Parents and children will be able to use an activity guide with a wealth of information and games during their visit. There will also be a book nook where they can read fantastic tales. In addition, there will be costumes available so that kids can have fun dressing up and admiring their reflections in funhouse mirrors! And, for a little relaxation, board games from past and present will be available for older visitors, as well as for youngsters.



**Plush animal, cat**  
1890-1910  
Maker: Steiff  
Synthetic hair, metal  
Gift of George Owen  
McCord Museum, M990.777.1



**Game**  
Quintro or 5 in a row  
Spear's Games  
1930-1960, 20th century  
M974.82.42.1-61  
© McCord Museum

## An inspiring program of activities

Many activities for families will also be presented during the *Toys 2* exhibition. Back this year: the Santa Claus Parade, Family Sundays, family activities and grandparents' weekend. We invite you to take a look at the attached program for all the details. Make it a date!

## About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history: its people, artisans and communities, and the city's past and present. The Museum is home to one of the largest historical collections in North America, consisting of First Nations 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 and farther afield by offering them a contemporary look at the world. It 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 upon request. Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Isabelle Corriveau, Head of Exhibitions.

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**Stuffed animal**  
About 1907, 20th century  
M970.23.43.1  
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