

PRESS RELEASE



McCord Museum and IÖGO nanö, an Agropur brand, Partner to Preserve a Montreal Holiday Tradition!

The Mechanical Christmas Displays from Ogilvy's Department Store, Presented for First Time at the McCord Museum

Montreal, November 13, 2018 – Until January 6, 2019, the McCord Museum is presenting for the first time Enchanted Worlds, an event involving the two mechanical Christmas displays from Ogilvy's department store. Holt Renfrew handed over *The Mill in the Forest* and *The Enchanted Village* to the Museum in early 2018 with a view to protecting, preserving and maintaining this iconic Montreal holiday tradition that has livened up the winter landscape for over seventy years.

Tradition continues at McCord thanks to IÖGO nanö, an Agropur brand

Montrealers have been spellbound by the mechanical displays in Ogilvy's department store window every Christmastime since 1947. The Bavarian scenes, custom made by the German toy manufacturer Steiff, feature dozens of handcrafted animals working and playing.

Thanks to a partnership with IÖGO nanö (Agropur), the Museum is proud to carry on the tradition this winter by presenting *The Mill in the Forest* outdoors, to the great delight of passers-by on Sherbrooke Street! The second window, *The Enchanted Village*, can be seen on Level 2 of the Museum.

Similar to those of department stores in other parts of the world, like Macy's in New York or the Galeries Lafayette in Paris, these window displays are among the last of their kind in North America. "The Ogilvy's displays are part of Montreal history. We hope they'll continue to delight thousands of Montreal families," said Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

"As a museum with strong family values, we're extremely pleased and proud to offer Montrealers a gift of historic importance and unparalleled sentimental value. Through their association with the McCord Museum, IÖGO nanö and Agropur wish to share a magical holiday moment with Montrealers, by upholding a tradition that has long been part of and will long continue to be part of Montreal life," said Robert Coallier, Chief Executive Officer of Agropur.

Adopt an animal and carry on the tradition!

To preserve this Montreal holiday tradition, the McCord Museum Foundation is launching its *Adopt an Animal!* campaign today. The campaign is a lot of fun. It offers a chance to symbolically adopt animals from the Enchanted Worlds. In all, there will be 141 lots of animals available for five-year adoption, ranging in price from \$50 to \$500. (Prices depend on the size and number of the animals in the lot.) In addition to a tax receipt, adoptive parents will receive a certificate featuring a photograph of their animal on which to write the name of their choosing. They can also send the name in for inclusion on the McCord Museum Web site.

What's more, for every animal adopted, IÖGO nanö (Agropur) will make a matching donation. The campaign will potentially raise \$50,000. It's a wonderful opportunity to give an original gift of historic importance and unparalleled sentimental value.

***Enchanted Worlds* holiday activities**

Admission to the Museum is free for children 12 and under.

SEEK AND FINDING—*Enchanted Worlds* Every day from November 13 to January 6 Level 2 and Victoria Street

Visitors who come to discover *Enchanted Worlds* will receive a free seek and finding game for added fun!

Recommended for adults with children ages 2 to 9

STORY HOUR—*Enchanted Worlds*

**Every day from November 13 to December 14, at 11 a.m. (French) and 3:30 p.m. (English),
Level 2**

Mr. Hedgehog, Ms. Monkey, the ducklings and the little pigs all work very hard in the enchanted village. But when it's time to relax, laughter rings through the forest! Tales and legends featuring the items on display will fire up the imaginations of children of all ages.

Recommended for adults with children ages 2 to 9

CHRISTMAS CAROLS

**Saturdays, November 17 and 25 and December 1, 8 and 15 at 11 a.m.
30 minutes, Victoria Street**

Discover The Mill in the Forest, presented by IÖGO nanö outside the McCord Museum, on Victoria Street, to the sound of children and adults singing. Enjoy the carolling as you relive the magic of Ogilvy's mechanical Christmas window displays at the McCord! Hot drinks will be served between 11 and 11:30 the mornings of November 17 and December 1 and 15.

All ages

ENCHANTED MUSIC WITH I MUSICI DE MONTRÉAL

**December 9 and 16, 10:30 a.m. and 1:30 p.m.
60-minute concerts**

I Musici de Montréal takes the stage in the McCord Museum's J.A. Bombardier Theatre to revive the magic of their legendary Tudor Hall concerts, inspired by the iconic mechanical displays in Ogilvy's department store windows. The young and young at heart will delight in the traditional winter and Christmas music.

Free for children 12 and under and McCord Museum Members.

Tickets on sale for \$20 at Eventbrite (to come).

Price includes admission to the Museum and Enchanted Worlds. Relive the magic of Ogilvy's mechanical Christmas window displays at the McCord Museum. Presented by IÖGO nanö.

All ages

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. McCord Museum: Our People, Our Stories.

About Agropur

Agropur Cooperative is a North American dairy industry leader founded in 1938. With sales of \$6.4 billion in 2017, the Cooperative is a source of pride to the 3,290 members and 8,300 employees who work together in pursuit of a shared goal: Better dairy. Better world. Agropur processes more than 6.1 billion litres of milk per year at its 39 plants across North America and boasts an impressive roster of respected brands and products, including Natrel, OKA, iögo, BiPro, Agropur Grand Cheddar, Olympic, Farmers, Island Farms and Québon. Agropur's head office is certified LEED Silver. www.agropur.com

- 30 -

Interviews may be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and Robert Coallier, Chief Executive Officer of Agropur.

Source and information

Fanny Laurin

Officer, Public Relations, McCord Museum

514 861-6701, extension 1239

fanny.laurin@mccord-stewart.ca

The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal, Accès Montréal, CAA, and its media partners: *Le Devoir*, *Montreal Gazette* and *La Vitrine culturelle*.



LE DEVOIR

MONTREAL
GAZETTE



Montréal

Québec