OUR PEOPLE OUR STORIES
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McCORD MUSEUM

PRESS RELEASE

McCORD MUSEUM'S SECOND SUGAR BALL

Montreal, March 17, 2011—The McCord Museum is pleased to present the second edition of the Sugar Ball, to be held March 25.

Organized by Young McCord, a committee of 10 young professionals with a shared vision of supporting the McCord Museum and contributing to the presentation of its activities, the Sugar Ball is a benefit event with all proceeds donated to the Museum. The funds will be used to conserve the Museum's collections, present stimulating and innovative exhibitions, and develop cultural and educational programs.

The second edition of the Sugar Ball will be a very festive affair to celebrate the McCord Museum's 90th anniversary. Some 500 guests are expected to attend, aged primarily 25 to 40.

This evening, inspired by the Roaring Twenties, is already shaping up to be a success. There will be surprises and activities of all kinds, including cocktails and food stations, a tour of the McCord's new exhibition, ***90 Treasures, 90 Stories, 90 Years***, a scotch tasting, open bar for all, door prizes and much more. There will be more than enough to keep guests entertained into the wee hours!

To purchase tickets to the Sugar Ball, at a cost of $160 (VIP ticket, 7:30 p.m. to 2 a.m., including cocktails, food and a tour of the exhibition) or $80 (regular ticket, from 9:30 p.m.) visit the McCord's website (http://www.musee-mccord.qc.ca/fr/info/amis/balsucre/) or call 514 398-7100, ext. 237.

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 McCord 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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Photos available upon request.

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The McCord is grateful for the support of the Ministère de la Culture, des Communications et de la Condition féminine du Québec and the Montreal Arts Council