



McCord
O'Gala
..... 2009

McCord Museum Benefit Gala looks to the future

Montreal, May 13, 2009 – On May 21, 2009, Marché Bonsecours will be the site of the McCord Museum's annual Benefit Gala. Entitled O'Gala McCord, the theme of this year's event is the McCord's new exhibition, Being Irish O'Quebec. Running concurrent to the gala on the same evening at Marché Bonsecours, the Museum also proudly presents its very first youth benefit reception. The objective of the youth event, dubbed O'Gala After Hours, is to encourage continued patronage among young adults. Both events have been organized to benefit the McCord Museum's educational and community programs.

This year's honorary gala chairman is Premier Jean Charest, with Daniel Johnson and Pierre Marc Johnson acting as gala co-chairs. The traditional prize draw will be held, but this year two grand prizes will be awarded, including an unforgettable trip to Ireland.

The O'Gala After Hours event offers Montreal's younger crowd an ideal opportunity to show their support for the McCord's mission and programs—and have a great time in the process.

The McCord's youth event is one of many such initiatives being undertaken by major Canadian and American museums seeking to assure donorship continuity. With its O'Gala After Hours, the McCord hopes to create a new tradition by encouraging Montreal's young people to become involved in the Museum and support the city's cultural institutions. In fact, youth committee co-chairs, Alexandra Schwarz (28) and Chloé Aucoin (18), see themselves and their peers as torch bearers and a vital intergenerational bridge in the McCord's support network.

The McCord is a museum that depends largely on the donations of individuals, foundations and organizations to ensure it is able to continue to offer exhibitions, programs and community services. The support of both the community and society's young adults is therefore essential to the McCord's ongoing development.

For more information on the Benefit Gala, youth event or ticket purchase, please contact the Museum at 514-398-7100, ext. 259, or write to gala@mccord.mcgill.ca

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Images available on request.

Media representatives are invited to the youth event. Kindly confirm your attendance with:

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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, the Montreal Arts Council, and its media partner, The Gazette.