

# PRESS RELEASE

OUR PEOPLE OUR STORIES  
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## The third edition of the McCord Museum's Sugar Ball!

**Montreal, April 26, 2012** – The McCord Museum is pleased to present the third edition of its Sugar Ball, on **Friday, May 11**, starting at 7:30 p.m., at **Arsenal**, 2020 William Street, Montreal.

This year, the McCord Museum is welcoming young Montrealers to the resolutely forward-looking Griffintown neighbourhood and to Arsenal, a former industrial boatyard that has been converted into a magnificent contemporary art gallery.

Organized by the Young McCord, a committee of young professionals with a shared vision of providing volunteer support to 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 raised will be used to conserve the Museum's collections, present stimulating and innovative exhibitions, and develop cultural and educational programs.

This third annual Sugar Ball, inspired by the theme *The Past Revisited*, is a journey through time celebrating life in Montreal yesterday and today. It promises to be a festive affair, bringing together some 500 guests aged 25 to 40. There will be many surprises and activities in store, including cocktails and dinner, an open bar for all, and door prizes. Guests will be able to dance the night away to music provided by a popular band and a well-known DJ, as well as enjoy the many delectable food stations and a high-end scotch bar!

Tickets to the Sugar Ball, which cost \$140 (VIP ticket, 7:30 p.m., including a cocktail dinatoire) or \$100 (regular ticket, from 9:30 p.m.) may be purchased on the Museum's website at <http://www.mccord-museum.qc.ca/en/support/foundation/youthball/> or by phone at 514 398-7100, ext. 237.

### 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 1.4 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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**Source and information:**

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The McCord Museum thanks the Ministère de la Culture, des Communications et de la Condition féminine du Québec, the Conseil des arts de Montréal, and its partners Astral and The Gazette, for their support.

The McCord Museum would also like to thank the Sugar Ball's sponsors: **Davies Ward Phillips & Vineberg, Canderel, LASIK MD, Parasuco, Limité, Broccolini Construction, CGI, Loto-Québec, Devencore, Vigilant Global, GE Capital and Stingray.**