

COMMUNIQUÉ

NÔTRE MONDE NOS HISTOIRES
690, RUE SHERBROOKE OUEST
MONTRÉAL (QUÉBEC) H3A 1E9
T. 514 398 7100 F. 514 398 5045
WWW.MUSEE-MCCORD.QC.CA



THE McCORD MUSEUM ANNUAL BALL: A PRESTIGIOUS EVENING IN SUPPORT OF OUR CULTURAL HERITAGE

Montreal, April 30, 2014 – The McCord Museum is pleased to announce that its Annual Ball will be held on Thursday, May 8, 2014, in the industrial elegance of the Arsenal, a contemporary art complex at 2020 William Street in Griffintown.

The evening will begin with a cocktail reception at 6:30 p.m., followed by a dinner-dance attended by **Alain Simard**, the Ball's guest of honour in commemoration of the 35th anniversary of the Festival International de Jazz de Montréal. Honorary co-presidents for the evening are **Michael Sabia**, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec, **Éric Bédard**, Managing Partner, Quebec Region, at Fasken Martineau, and **Michèle Dionne**.

This year's event promises to be particularly colourful, with its theme inspired by the exhibition **Music – Quebec: From Charlebois to Arcade Fire**. The room will be resplendent in yellow, green and blue, creating a vibrant and festive effect. Artistic direction for the Ball has been entrusted to award-winning internationally acclaimed designer Dick Walsh.

Music is a focal point of any ball, but on May 8 it will play a special role, with guests dancing to tunes from the 1960s to today. The circular dance floor will be in the centre of the ballroom, adding to the intimate ambiance of the venue. Throughout the evening (and no doubt well into the wee hours of the morning), DJ Abeille, accompanied by VJ VideoGirl, will spin upbeat favourites sure to get everyone on their feet. Two cocktail lounges will heighten the convivial atmosphere of the event, and adding to the evening's allure will be number of artists from the music scene, including Robert Charlebois, Raoul Duguay and Joe Bocan, who will be seated at some of the *Prestige* tables.

Individual tickets, corporate tables and *Prestige* tables may be purchased by calling 514-398-7100, extension 280, or writing to bal@mccord.mcgill.ca.

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.**



Delphine Delair Photographie

Interviews can be arranged with Nathalie Lévesque, Executive Director, McCord Museum Foundation.

Source and information:

Catherine Guex

Marketing-Communications Officer, Public Relations, McCord Museum

514 398-7100, ext. 239

catherine.guex@mccord.mcgill.ca

The Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec and the Conseil des arts de Montréal as well as its media partners, *24 heures* and *The Gazette*