

PRESS RELEASE

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TOYS 3 – THE VOYAGE AT THE MCCORD MUSEUM: A DELIGHTFUL ADVENTURE TO TOYLAND!

Montreal, November 7, 2012 – For a third consecutive year and just in time for the Holiday Season, the McCord Museum presents its enormously popular exhibition *Toys 3 – The Voyage* from **November 17, 2012, to April 28, 2013**. This family-oriented exhibition, designed primarily for children aged 3 to 9, invites visitors to discover almost 200 toys from the McCord collection while taking part in a one-of-a-kind adventure!

Journey to Abracadabra!

Created in collaboration with *La bande à Paul* creative studio, the exhibition will showcase a brand new concept: a playful and colourful circuit along which children, guided by a faithful canine companion and his friends, can join in a hugely entertaining and surprise-filled expedition.

Because good planning is behind every successful trip, the young adventurers will begin with a map to help them find the objects they'll need to pack for their journey. They'll also have to decide on which mode of transport will carry them to the fabulous land of toys, Abracadabra!

First stop: a zany jungle for novice explorers. They'll then arrive at a clearing, where they can take a well-earned rest around a "campfire" while comfortably seated on marshmallow-shaped chairs. There's no better place to read, listen to stories or participate in other fun activities. Once they continue on their journey and arrive at their destination, our voyagers will join in a rollicking party hosted by the toys themselves, where the party guests will meet some very interesting characters. The circuit is also interspersed with a variety of games: snakes and ladders, giant dominos, and others that test kids' observation skills.

"As soon as they set out on the circuit, visitors will be plunged into a fantasy world designed to delight a child's vivid imagination. The experience will allow them to discover close to 200 artefacts dating from the mid-19th century and 20th century," explains Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. *"Many of these items, which have been carefully selected from the McCord Museum collection, are being shown for the first time. All will be presented in settings that juxtapose the past and present, which will help children improve their observation skills within a museum environment."*

Among the collection treasures that will be revealed to visitors are an impressive rocking horse (1910), a Kewpie doll (1915-1925), Snoopy Sniffer, the celebrated little dog on rollers (1938), and Earth Mover, a popular yellow pedal car (1962-1966). Some 12 descriptive labels will also be available to provide visitors with additional information. **Please note that admission is free at all times for children 12 and under.**



Game, *New Spirograph*

1968

Made by: Kenner's

Gift of Mrs. Kathleen E. Simpson
M2002.54.22 © McCord Museum



Camera, *Komic Kamera*

About 1934

Made by: Allied Manufacturing Co.

Gift of Mrs. Nora Murchison
M974.180.1.1 © McCord Museum



Snoopy Sniffer (pull toy)

About 1938

Made by: Fisher Price Toys

Gift of the Estate of Frederick Forbes
Angus
M2009.16.13 © McCord Museum

The magic of the Holiday Season will be front and centre at the Museum via a host of vibrant and inspiring activities and ideas:

A treasure trove of ideas at the Museum Boutique

There's plenty of joy to go around at the Museum Boutique, where games and toys of all kinds will be available. Entertaining and original, these items are sure to please! The Boutique will offer a wide range of gifts for every budget, age and taste.

Stories, stories, stories

Get ready for story time at the Museum, which will be featured on Saturdays and Sundays from November 24, 2012, to April 28, 2013, and on Thursday, December 27 and Friday, December 28, 2012, at 2 p.m. Old and young alike will be taken on a whimsical trip around the world with tales of travel, exploration and sheer fantasy.

Movie time

From December 26, 2012, to January 6, 2013, the McCord Museum will present a selection of animated films to complement the exhibition, including classics from the NFB, some by renowned director Co Hoedeman. The films (with English and French soundtracks but no dialogue) will be shown on a continuous loop from 11 a.m. to 4 p.m.

Exhibition launch and Santa Claus parade

In conjunction with the Montreal Santa Claus parade on November 17, 2012, the McCord Museum will hold the official opening of *Toys 3 – The Voyage*, from 10:30 to noon. An array of canine mascots will stroll along with the parade, suitcases in hand (or more accurately in paw), and will invite spectators to follow them back to the Museum. Watch for them! On parade day, a complimentary snack will be offered to the visitors, who'll take part in the many special activities of the day and be among the very first to see the exhibition. From noon to 5 p.m. on November 17, families (minimum of one adult and one child) will also enjoy a 50% discount off the Museum admission fee.

Grandparents weekend

On the weekend of January 26-27, 2013, grandparents and their grandchildren are invited to visit the Museum **free of charge** between 10 a.m. and 5 p.m.

The *Toys 3 – The Voyage* exhibition has been made possible with the collaboration of Mamanpourlavie.com, Destination Centre-Ville, the Santa Claus Parade, Radio-Canada, Les Éditions Gallimard and La Maison Théâtre as well as our media partners: *Journal 24 heures*, *Le Devoir*, *The Gazette* and *Rouge FM*.

So...are you ready for your adventure?

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.**



Pedal car, Earth Mover Ball Bearing Drive

1962-1966

Made by: Murray Ohio Mfg. Co.
Gift of Mrs. Sonja Arnold-Forster
M994.24.1 © McCord Museum



Mechanical toy figures, Fifer and Fiddler

About 1935

Made by: Schuco
Gift of Mrs. Catherine E. Brown
M2001.93.7-8 © McCord Museum

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Photographs are available on request. Interviews can be arranged with Anny Guindon, Project Manager for the exhibition.

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