

PRESS RELEASE

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TOYS – MISSION COSMOS AT THE McCORD MUSEUM: FAMILIES ARE INVITED ON AN INTERGALACTIC ADVENTURE

Montreal, November 20, 2013 – The McCord Museum is happy to announce *Toys – Mission Cosmos*, presented by the STM and YOOPA until **April 6, 2014**. For the fourth consecutive year, the McCord Museum is offering its highly anticipated toy exhibition open to families for the Holiday Season and Spring Break. Designed for children aged 3 to 9, the exhibition will take visitors on a delightful adventure!

Visit the planet Quartz!

This new expedition invites youngsters along on an entertaining interactive quest, guided by Professor Copernoc. The fun theme was suggested by children surveyed during the previous *Toys* exhibition.

Travellers are asked to rescue the charming professor, who is stranded on the planet Quartz after a terrible accident. Armed with pencils and cosmic maps, the children answer questions using clues provided during their space mission to help the professor restart his spaceship and reach his destination.

Visitors board a rocket that takes them to the cosmos, where they can see Earth from above. They continue their journey to a lunar garden, where they take a break, look at the stars, read, listen to stories and gather their strength before heading out to the Milky Way. There, they discover strange places with bizarre inhabitants, eventually landing on the planet Quartz! The children play various games throughout the adventure.

“This year, once again, children and parents will discover almost 200 artefacts from our toy and decorative arts collection, several of them on display for the first time. The setting is designed to help them feel they are really taking part in a space expedition,” says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

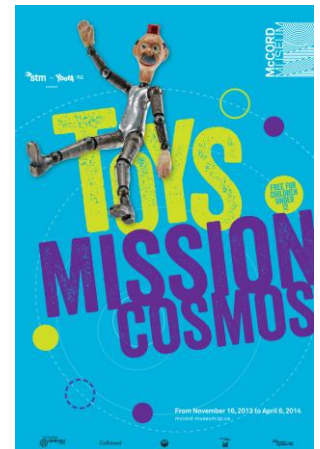
Among the objects in the collection, visitors will find the amazing *Demon Dancer* (1890-1910), an impressive washing machine (1920) and a cute doll named *Tammy* (1964-1965). A dozen descriptive labels provide information about the objects on display. **Admission is free for children 12 years of age and younger.**

This exhibition is presented in collaboration with the STM, YOOPA, Destination Centre-Ville, the Santa Claus Parade and Éditions Gallimard.

There will be plenty of activities bringing the magic of Christmas to the Museum:

Santa Clause Parade

In concert with the Santa Clause Parade on **Saturday, November 23, 2013**, the Museum is offering families (minimum one adult and one child) a 50% discount on the price of admission, from noon to 5 p.m. Again this year, the Museum is taking part in the parade, with some friendly characters strolling Sainte-Catherine Street and greeting the crowds!



Toys – Mission Cosmos
Exhibition poster
Design: folio&garetti



Toy, *The Demon Dancer*
1890-1910
Glass and volatile liquid mixture
© McCord Museum
M996X.2.424.1-2

Sunday Workshops

Every Sunday until April 6, 2014, from 11 a.m. to 4 p.m., history puts on its Sunday Best for space travel! Inspired by the theme of the exhibition, visitors create intergalactic spaceships using recycled materials. The hands-on workshop is presented in French and English. The activity is free for children from 3 to 12 years of age.

Story Hour

On Saturdays and Sundays, until April 6, 2014, 2 p.m. is story time! Countless tales, tall and small, will take you light years away from Earth!

Grandparents' Weekend

On Saturday and Sunday, January 18 and 19, 2014, grandparents and their grandchildren are invited to the Museum for free, from 10 a.m. to 5 p.m.

Spring Break at the McCord Museum

During the school break, **from March 4 to 9, 2014**, history gets playful at the Museum! Parents and children go on a treasure hunt together, enjoy whimsical tales of adventure and take part in creative workshops related to the exhibitions, including *Toys – Mission Cosmos*. Activities are presented in French and English. They are free for children from 3 to 12 years of age.

Sunday, March 9, 2014 will be a special day with the well-known YOOPA character Théo. There will also be an on-air contest on YOOPA, **from January 31 to February 28, 2014**, offering the chance to win tickets to take part in this exclusive event! For more information: yoopa.ca

Treasures at the Museum Boutique

Filled with gift ideas for every taste and budget, the McCord Museum Boutique will help make this year's holiday season especially jolly! It has games and toys that are both fun and original. The Boutique has something for people of all ages.

Gifts from our partners

YOOPA Zone

Until April 3, 2014, there will be a YOOPA zone at the Museum! Children can relax on small seats and cushions and watch their favourite programs, while their parents flip through magazines.

STM Discount

Until April 6, 2014, the STM is offering a 50% discount on the purchase of an admission ticket to the Museum for everyone holding an OPUS card.

Toy drive: it pays to give!

Until April 6, 2014, the Museum is asking visiting families to donate toys in good condition. In return, they will receive a \$20 discount on a family membership to the Museum. All of the toys collected during this period will go to the Women's Centre of Montreal, which is celebrating its 40th anniversary. The non-profit organization provides women with the tools needed to improve living conditions for themselves and their children.

A contest that goes places!

As part of the exhibition, the McCord Museum is inviting the public to participate in a contest that will take the winners to the cosmos! The grand prize (worth more than \$450) is a family space package, including a family pass for the Cosmodome and the Rio Tinto Alcan Planetarium as well as the perfect intergalactic Gallimard library, worth \$350.

There are also secondary prizes, including a package of items related to the YOOPA star Théo, worth \$78, and a photo session at Magenta Studio Photo, where the winner will receive a digital photograph and print (20" × 24" format), worth \$185. In addition, the



Doll, *Tammy*
About 1964
Made by: Reliable Toy Co.
Plastic, vinyl and paint
Gift of Barbara Dylla
© McCord Museum
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Blue *Genie*
1955-1965
Made by: Ganz
Synthetic fiber, plastic and paint
Gift of H el ene Trudeau
© McCord Museum
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Museum is offering five family membership cards, worth \$75 each. That's almost \$1,000 in prizes! To enter the contest: www.mccord-museum.qc.ca/ToysContest

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 1.44 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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Photographs available on request. We would be pleased to arrange interviews with Guislaine Lemay, Curator, Ethnology and Archeology and Interim Curator, Decorative Arts, Anny Guindon, Project Manager, Exhibitions as well as Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Source and information:

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