

PRESS RELEASE

McCORD MUSEUM WINS GRAND PRIX DU TOURISME IN "UNDER 100,000 VISITORS" CATEGORY FOR ITS GRACE KELLY EXHIBITION

Montreal, April 7, 2014 – On Wednesday, April 2, 2014, at the 28th annual Grands prix du tourisme québécois gala for the Montreal region, Tourisme Montréal awarded the McCord Museum its Grand Prix du Tourisme in the category of *Tourist Attraction – 25,000 to 100,000 visitors*, for the exhibition ***From Philadelphia to Monaco: Grace Kelly – Beyond the Icon***.

Presented from June 6 to October 6, 2013, the exhibition, produced in collaboration with the Grimaldi Forum Monaco, focused primarily on the personality and talent of the woman behind the celebrity, tracing her extraordinary life journey through some 100 objects and archival documents, letters, photos, posters, film clips, and clothing and accessories from renowned designers. "We are particularly proud of this award, as it underscores the appeal and originality of the exhibition, which touched so many visitors by unveiling the person and the woman behind the trappings of public life as well as the influence that Grace Kelly, celebrated for her elegance and refinement, had and continues to have on fashion," affirmed Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Admired by His Serene Highness Albert II Prince of Monaco, who visited Montreal in September 2013 and applauded the McCord Museum for its conservation, restoration and presentation of textiles, the exhibition drew some 75,000 visitors.

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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Interviews can be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

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US actress Grace Kelly, posing for
Life magazine
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