

PRESS RELEASE

TICKET SALES BEGIN FOR THE EXHIBITION *FROM PHILADELPHIA TO MONACO: GRACE KELLY – BEYOND THE ICON*

Montreal, May 17, 2013 – On May 10, 2013, the McCord Museum launched ticket sales for its much anticipated exhibition *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon*, which opens on June 6.

It is now possible to purchase tickets through the Admission Network [on admission.com](http://on.admission.com), by phone at 1-855-790-1245, in person at one of the many Admission and Billetech outlets, or at the McCord Museum's admission desk.* The exhibition runs until October 6, 2013.

An additional fee will be applied to the regular McCord Museum admission price for this exhibition, with visitors having access to not only the new exhibition but to all of the exhibitions on display at the Museum. It should also be noted that the free admission offered on the first Saturday of each month will not apply during the exhibition period and that an additional fee will be charged on Wednesday evenings between 5 p.m. and 9 p.m. For more information, please visit www.mccord-museum.qc.ca.

Princess for a Day Contest

In conjunction with the exhibition, the McCord Museum invites the public to enter the *Princess for a Day Contest*, at the Museum's admission desk. The prize, valued at **\$2,550** and offered courtesy of Holt Renfrew and the Ritz-Carlton Montreal, includes:

- A Parisian lunch for two at **Café Holt**, recognized for its refined menu, in the stylish **Holt Renfrew** store in downtown Montreal;
- A private appointment with a **Holt Renfrew** personal shopping consultant, followed by a soothing **Sisley** facial treatment with natural plant extracts and essential oils;
- A \$1,500 **Holt Renfrew** gift card and a 75 ml bottle of *Fleurissimo* by **Creed**, an elegant floral fragrance fit for royalty;
- A night for two at the luxurious **Ritz-Carlton Montreal Hotel**, the only hotel in Quebec to receive the prestigious *AAA/CAA Five Diamond Award*, including breakfast in the chic restaurant **Maison Boulud**.

Exhibition visitors can submit entries for the contest between June 6 and October 6, 2013.

Grace Kelly evenings

On Wednesday, June 19 and Wednesday, September 25, 2013, from 5 p.m. to 9 p.m., visitors are invited to dress in *Grace Kelly style*. Participants will have the chance to win one of the door prizes!

A unique life

Muse of director Alfred Hitchcock and winner of a best actress Oscar for her remarkable performance in *The Country Girl*, Grace Kelly, who became Princess of Monaco upon her marriage on April 18, 1956, to Rainier III, Prince of Monaco, was the focus of attention and fascination throughout her life and had an enormous influence on women around the world.

With its spotlight on her personality, talent and values, *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon*, a first for North America, will present the woman behind the celebrity and trace her extraordinary life journey through some 100 objects and archives dating from 1930 to 1970 and drawn from the Grimaldi Forum Monaco, Prince's Palace, Archives du Palais Princier de Monaco, and Audiovisual Archives of the Principality of Monaco:

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US actress Grace Kelly, posing for "Life" magazine
© Philippe Halsman/Magnum Photos

testimonials, love letters, notes of friendship, photos, film clips and original film posters, and above all clothing and accessories, including some 40 dresses from designers who helped shape fashion history, such as Balenciaga, Chanel, Dior, and Yves Saint Laurent.

Also featured is the legendary “Kelly” handbag by Hermès, named in honour of Princess Grace and today an icon of the brand, her Oscar statuette (1955), and even the dress she wore to the Academy Awards ceremony. Audioguides will also be available to visitors, with 26 commentaries offering additional information about the life of Grace Kelly.

The exhibition is a journey mapped around such themes as the key to success, style, love, values, diplomacy, and her dedication to the Principality, because these aspects reveal the myriad facets of the character of this great woman, who devoted her life to her family, her people, and those close to her.

From Philadelphia to Monaco: Grace Kelly – Beyond the Icon is produced by the **Grimaldi Forum Monaco** in collaboration with the McCord Museum and based on an exhibition by the Victoria and Albert Museum in London.

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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Photographs available on request. Interviews can be arranged with Cynthia Cooper, Curator, Costume and Textiles, and Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

*Museum's admission desk hours:

Until June 23, 2013:

Tuesday, Thursday, Friday: 10 a.m. to 6 p.m.

Wednesday: 10 a.m. to 9 p.m.

Saturday, Sunday: 10 a.m. to 5 p.m.

As of June 24, 2013:

Monday, Tuesday, Thursday, Friday: 10 a.m. to 6 p.m.

Wednesday: 10 a.m. to 9 p.m.

Saturday, Sunday: 10 a.m. to 5 p.m.

Source and information:

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The McCord Museum also thanks its major partners: ELLE Québec, Holt Renfrew, Ritz-Carlton Montréal and Air France, as well as its collaborators: the Musée national des beaux-arts du Québec and Orpheo Canada.



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