

Press Release
For immediate distribution



THE MCCORD MUSEUM PRESENTS THE *TOYS* EXHIBITION

Montreal, November 11, 2010 – When its *Toys* exhibition opens, the McCord Museum will unwrap more than 400 hundred toys from yesterday and today, just in time for the festive season. Presented by *le Lait, source naturelle de réconfort* from November 14, 2010, to March 6, 2011, the exhibition will treat visitors to an impressive collection of toys, many of which date from the 19th century.

Interactive and playful, the *Toys* exhibition has been specially designed to delight children aged 3 to 10, but it is bound to captivate the imagination of McCord visitors of all ages. Upon entering the hall, visitors will pass “through the keyhole” into a world that’s larger than life—the world of childhood and the imagination. And so begins a journey that will unfold in three magical places: the closet, the room, and the stairway.

As visitors make their way through the exhibition, designed by Orange Tango Agency, they will discover the wide array of toys that make up the McCord Museum’s collection, including more than 25 dolls from every era, 70 toy cars, some 60 figurines, and over 130 animals that date from as far back as the early 19th century to the present day. Unveiled to the public for the first time will be a spellbinding 1880 dollhouse that belonged to Adaline Van Horne, daughter of William Van Horne.

“This exhibition is our heartfelt tribute to the McCord’s toy collection, which is one of the largest in Canada. I know that Montrealers will fall in love with these toys, just as I have. Not only will they entrance children, they’ll also charm our adult visitors. We all have fond memories of a favourite toy we grew up with, and our *Toys* exhibition will allow all generations to experience or re-live cherished moments,” explains Suzanne Sauvage, President and CEO of the McCord Museum.

“We are not only seeking to create an annual Holiday Season attraction for Montreal families, we also see our exhibition as an excellent opportunity to introduce children to the pleasures of visiting an exhibition,” adds Ms. Sauvage.

Featuring entertainment, a puppet show, and wall drawings, the concept of play is at the heart of this enchanting adventure, much to the delight of its youngest visitors. **Admission is free for children 12 and under.**

Crazy Milk Carton Contest: From November 14, 2010, to January 16, 2011, the McCord Museum invites children 12 and under to enter its CRAZY MILK CARTON contest, presented by *Le lait, source naturelle de réconfort*. Drawing inspiration from the *Toys* exhibition, children are invited to create a toy out of a milk carton. A panel of judges will select three winners, who will be awarded a prize according to their final placement. The winning entries will also be displayed at the McCord Museum from February 1 to March 6, 2011. The grand prize is a super birthday party at the McCord, complete with entertainment, for the winner and nine friends, as well as a

one-year family membership to the McCord Museum (prize value: \$275). The second and third place winners respectively will win a LEGO gift pack and a one-year family membership to the McCord Museum (prize value: \$175) and a basket of amazing toys offered by the McCord Museum Boutique (prize value: \$75). Contest rules are available on the McCord Museum Web site at: <http://www.mccord-museum.qc.ca/toys>

Family Sundays

December 5, 2010, to February 27, 2011: the McCord Museum invites families to come and take part in its arts and crafts workshops, film screenings for the entire family.

Santa Claus Parade

Saturday November 20, 2010: Come join the fun at the McCord and enjoy a snack offered by *Le lait, source naturelle de réconfort* (Museum Week-end Hours: Saturday and Sunday, 10 a.m. to 5 p.m.).

Grandparents Weekend

January 22-23, 2011: Admission is free for grandparents and their grandchildren.

March Break

March 2-6, 2011: With a theme of toys and play, all of our young friends on vacation can head to the Museum for a day of pure fun. On the program are LEGO days, a giant chess game, arts and crafts workshops, and films for the entire family.

The *Toys* exhibition is produced by the McCord Museum in partnership with *le Lait, source naturelle de réconfort*. The McCord also thanks La Presse, The Gazette and Destination Centre-Ville.

Visit the McCord Museum Web site for full details and to visit the online exhibition: <http://www.mccord-museum.qc.ca/toys>

About the McCord Museum

The McCord Museum, one of the most important museums in Canada, is dedicated to the preservation, study, diffusion and appreciation of Canadian history. It is home to one of the largest historical collections in North America, comprised of First Nations objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives. The McCord Museum produces exhibitions and develops innovative educational activities and Internet projects in collaboration with local, national and international partners. <http://www.mccord-museum.qc.ca>.

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