PRESS RELEASE
For immediate release

May 28 - Montréal Museums Day, Montréal’s 375th anniversary edition

THE MONTRÉAL MUSEUMS SOCIETY INVITES YOU TO ITS MUSEUM RALLY

- “Sieur de Maisonneuve, shall we both make this pilgrimage in honour of Ville-Marie?”
- “My dear Jeanne Mance, I was just about to suggest that...”

Montréal, May 8 – Hear ye, hear ye, good people, the traditional Montréal Museums Day will be held on Sunday, May 28! This 375th anniversary edition, organized by the Montréal Museums Society, will be presented by Québécior, in co-operation with the Société de transport de Montréal (STM). All in all, 43 museums from across Greater Montréal will be taking part in this springtime open house. They’ve put together a truly original historical museum rally for you!

On this 375th anniversary, our museums are celebrating Montréal’s memories and creativity. There’s something for every taste, from history to art, science, archaeology, fashion, nature, film and music. And come soak up the festive atmosphere on the Promenade des artistes, the starting point for STM shuttles, with its historical figures, music and art.
“Once upon a time...”: a Museum rally for Montréal's 375th anniversary

Enjoy a rally of unusual objects displayed specially for the occasion at 43 Montréal museums. Guaranteed fun! On your own, with a partner or friends... On foot, by STM bus or metro, by BIXI or TÉO TAXI... it’s all good!

A black box come from afar... A beluga near Papineau Road... A talking-disc machine... Alfred Pellan does Shakespeare... So many intriguing and amazing slices of Montréal life to discover! Have fun trying to spot them – just look for the MTL Museums symbol near these curiosities from the city’s past. There’s a contest, too: participants who share their favourite curiosity can win loads of great prizes, including a trip to Paris with Transat Holidays, tickets to the TNM, a BIXI subscription, and lots more.

Special 375th edition – Variety and new museums

The complete program is available online at museesmtl.org. The Montreal Museums iPhone app also lists the participating museums with “MMD”.

Several exhibitions will be paying tribute to Montréal’s creativity and memories. For example:
- The Jeanne Mance (1606-1673), From France to New France exhibition, at the Musée des hospitalières, and the Fort Ville-Marie–Québecor pavilion, at the Pointe-à-Callière museum
- DESIGN Montréal RCA. Les années 60-70, at the Musée des ondes Emile Berliner
- Fashioning Expo 67, at the McCord Museum
- Les 50 ans du Café Campus, at the Rock’n’Roll Museum
- The new Michal and Renata Hornstein Pavilion for Peace, at the Montreal Museum of Fine Arts, is the first official legacy project for Montréal's 375th anniversary
- The Maison Saint-Gabriel has its 375 Years at the Heart of the Action exhibition and its all-new Jardin des origines, saluting First Nations women

This year, seven museums will be taking part in Montréal Museums Day for the very first time: the Lethbridge Exhibition Centre, Musée des Ondes Emile Berliner, Shriners Hospital for Children – Canada Museum, Musée des pompiers de Montréal, Rock’n’Roll Museum, Musée Eudore-Dubeau, and Regimental Museum of Les Fusiliers Mont-Royal.

Lots happening on the Promenade des Artistes

Two historical figures will be on hand for this anniversary edition, in collaboration with Guidatour. Come hear Jeanne Mance and Paul de Chomedey, Sieur de Maisonneuve tell of how they founded Montréal in 1642, and get a picture with them in our photobooth. Two museums will also be there, with fun exhibitions and musical workshops: the Rock’N’Roll museum-mobile and the Fusiliers Mont-Royal, one of whose members was Wilfrid Pelletier, one of the founders of Montréal’s first symphonic orchestra. And if you’re feeling creative, the artists- mediators from the MU group will be there again this year. You can pitch in to help make a group mural.
Different ways of getting from museum to museum
On foot, by STM bus or metro, by BIXI or TÉO TAXI... so many ways to get around and take part in Montréal Museums Day! The STM has been contributing to the success of the event since the very first year, running a fleet of free shuttles on five itineraries leaving from the STM zone in the Promenade des Artistes in the Quartier des spectacles. The buses will run continuously from 9 a.m. to 4 p.m. (last departure from the Promenade des Artistes).

TÉO TAXI is taking part in MMD for the first time this year. Starting today and until May 28th inclusively, you can download the TÉO TAXI app and enter the JDMMTEO promo code for a $10 discount on your first fare valid until June 28th and a $5 contribution to the Montréal Museums Society. If you’re happier on two wheels, remember that BIXIs are free on the last Sunday in May. BIXI stations near museums are shown with a special symbol in the MMD brochure.

Thanks to our partners
Montréal Museums Day is made possible with the support of many partners. The Montréal Museums Society wishes to thank the Agreement on the cultural development of Montréal between the Ministère de la culture et des communications du Québec and the Ville de Montréal, Québecor, the STM, the Conseil des arts de Montréal, the Société des célébrations du 375e anniversaire de Montréal, Transat, the Quartier des spectacles, Destination Centre-ville, Publicité Sauvage, TÉO Taxi, Guidatour and numerous others.

ABOUT THE MONTRÉAL MUSEUMS SOCIETY
The Montréal Museums Society currently represents 50 museums in Greater Montréal. Its mission is to boost the visibility of Montréal’s museums by promoting their activities and defending their interests, and by encouraging communication, mutual assistance and collaboration among its members with a view to making culture accessible to the widest possible audience and helping Montrealers take ownership of their museum heritage.

Social networks:
Official hashtag: #mmd2017
Facebook: Musées Montréal www.facebook.com/museesmontreal
Twitter: @MuseesMontreal www.twitter.com/MuseesMontreal
Instagram: @museesmontreal www.instagram.com/museesmontreal
Pinterest: Musées Montréal www.pinterest.com/museesmontreal
iPhone app: Montreal Museums https://itunes.apple.com/app/montreal-museums/id411537225?mt=8

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