



PRESS RELEASE

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**Soho House and Grey Goose Vodka sign on for VIP experience at  
Power Ball: Quarter-Life Crisis**

The Power Plant, Canada's leading contemporary art gallery, is pleased to announce [Soho House](#) and [GREY GOOSE® Vodka](#) as the exclusive VIP partners for [Power Ball: Quarter-Life Crisis](#).

For London-based Soho House, Power Ball: Quarter-Life Crisis will serve as an unofficial launch into Toronto, before opening their first Toronto house in September 2012.

GREY GOOSE will join Soho House as partners of the VIP cocktail party, tempting palates with the refreshing Grey Goose Le Fizz - *Grey Goose Vodka, elderflower cordial and freshly squeezed lime juice topped with soda water* - perfect for toasting the best in contemporary art at the most innovative art party.

Upping the ante for a true VIP experience, guests will be treated to a musical performance by Toronto's own **Dragonette**, winners of the 2012 Juno award for 'Best Dance Recording.'

Visit The Power Plant website for additional information on both the VIP and general party for [Power Ball: Quarter-Life Crisis](#).

**TICKET INFORMATION**

Thursday, June 14, 2012  
The Power Plant, 231 Queens Quay West

VIP begins 7:30 PM  
Party begins 8:30 PM

VIP tickets:

\$400, includes partial tax receipt. VIP packages are available.

Party tickets:

\$155 Members of The Power Plant, \$165 Non-Members  
Party packages are available (includes 12 tickets for the price of 10)  
Tickets for this event are extremely limited. To purchase, visit [thepowerplant.org](http://thepowerplant.org), call 416.973.4018 or email [powerball@thepowerplant.org](mailto:powerball@thepowerplant.org).

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### **About Power Ball:**

Power Ball is the gallery's largest annual fundraiser. From its inception in 1999, Power Ball has set the standard as the most influential, vibrant and original contemporary art party. Attracting a sophisticated "who's who" crowd of artists, fashionistas, celebrities, and financiers from the world of film, advertising, music, design, and art, this is one sensational party providing vital funds to the exhibition and public programs at The Power Plant.

### **About The Power Plant:**

The Power Plant is Canada's leading public gallery devoted exclusively to contemporary visual art. It is a vital forum for the advanced artistic culture of our time that offers an exceptional facility and professional support to diverse living artists while engaging equally diverse audiences in their work. The Power Plant pursues its activities through exhibitions, publications and public programming. It fulfills its mandate by generating: exhibitions that represent the range of advanced practice in visual arts; publications that increase knowledge of contemporary art; lectures and symposia that encourage debate and further understanding; interpretative tools that invite visitors to question, explore and reflect upon their experiences; programming that incorporates other areas of culture when they intersect with visual art.

For more information, please visit the [The Power Plant](http://thepowerplant.org) website.

### **About Soho House Group:**

Soho House was founded in London in 1995, as a private members' club for those in the film, media and creative industries. The Group has gradually expanded to include Houses across Europe and North America, as well as restaurants, cinemas, spas and hotels.

The clubs include the original Soho House, Babington House in Somerset, Electric House, High Road House, Shoreditch House, Little House Mayfair, Soho House Berlin, Soho House New York, Soho House West Hollywood and Soho Beach House Miami. Babington, High Road, Shoreditch, Berlin, New York and Miami also host hotel rooms.

The portfolio includes 11 public restaurants to date: Café Bohème, Bohème Kitchen Bar, Electric Brasserie, High Road Brasserie, Hoxton Grill, Cecconi's Mayfair, Cecconi's West Hollywood, Cecconi's Miami, Pizza East Shoreditch and Pizza East Portobello. In 2009,

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the Group launched its first standalone hotel, Dean Street Townhouse, hosting 39 bedrooms and an all-day restaurant. The Group has also developed the Cowshed Spa and Salon along with a line of Cowshed-branded hair and body products.

**About GREY GOOSE®:**

GREY GOOSE Vodka, the world's favourite Vodka, is created with one goal - to be the world's best tasting vodka. Made in Cognac, France, home to the world's most respected experts in spirits making, GREY GOOSE Vodka benefits from the region's rich history of creating luxury foods, wines and spirits. The maître de chai (cellar master) for GREY GOOSE Vodka ensures that every element of its production is of the highest quality. He selects 100% of the finest French wheat, the same wheat used to create delicious French pastries, and employs an exclusive five-step distillation process to concentrate its exceptional flavour. Pure spring water naturally filtered through Champagne limestone is then blended with the spirit. Only when the spirit has reached its optimal taste is the maître de chai truly satisfied. GREY GOOSE Vodka is lush and smooth, buttery and rounded with a long-lasting, satisfying finish. The GREY GOOSE portfolio is comprised of GREY GOOSE Vodka, and the GREY GOOSE L'Orange, GREY GOOSE La Poire and GREY GOOSE Le Citron Flavoured Vodkas. [www.greygoose.com](http://www.greygoose.com)

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