

Thursday Night *Fever*

A flamboyant 1970s disco theme kicked the **2009 Daffodil Ball** into high gear, raising over \$1-million for the Canadian Cancer Society's Quebec division.

written by **DON DOULOFF**

Organizers of the 2009 Daffodil Ball had a tough task when planning the annual fundraising event for the Canadian Cancer Society's Quebec Division: balance a spirit of celebration with responsible expenditure.

Event producer Alison Silcoff, of Montreal-based Alison Silcoff Events, met the challenge, spearheading the Thursday, April 23, 2009, black-tie gala, which boasted a flamboyant 1970s disco theme.

Silcoff chose that theme because it was inexpensive to produce (no live bands needed) and would provide an upbeat ambience in economically sobering times.

She comes by her disco credentials honestly, having been marketing director of Montreal dance club Régine's from 1978 to '82.

Evoking Régine's and New York's Studio 54, Montreal's Windsor Station boasted enough 70s period detail to make the 550 attendees party like it was 1979.

Animating the space were a "Donna Summer" model perched on a swing; sparkly, lime-green disco boots filled with daffodils; disco divas (two women, one man); and silvered, disco-style mannequins.

Reinforcing the disco-club vibe were a moon and spoon, symbol of Studio 54; a stage configured as a balcony — two levels, like Studio 54, with a DJ on the top tier; and a 4-ft. disco ball glittering above the stage.

The disco-ball theme even extended to the cloche domes covering the dinner's first course. In unison, waiters removed the ornate plastic covers and assembled them into whole disco balls, which were hung around the room.

In keeping with the daffodil theme, 300 of the iconic yellow flowers were displayed on each table.

Credit Decor & More, who stepped in to oversee the event's design only 10 days before the gala, after circumstances dictated a change of designer.



▲ Daffodil Ball revellers, in period disco garb.



◀ Resembling disco balls, cloche domes covered the dinner's first course.

"In this very short period, they sent a team to Montreal and created outstanding decor, flawlessly executed," says Silcoff.

Providing entertainment were DJ Robert Ouimet, Montreal's Godfather of Disco, who spun at the city's legendary Limelight Club from 1973 to 1981.

Three icons of the Montreal disco scene belted out their 70s hits. On the floor, disco dancers got down. Patrolling the cocktail area were disco roller-skaters, while behind the bar, bare-chested men slung drinks. MC duties fell to radio and television personality Sophie Durocher.

The 16th annual Daffodil Ball raised just over \$1-million, net, which will fund research and services for cancer patients, giving resonant meaning to Gloria Gaynor's seminal disco hit, *I Will Survive*. [m](#)

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