



Committee queens and raffle wizards: Figi Elman in Boutique 1861 vintage and Jeannie Saunders in a Mother Plucker headdress strike a pose at the Mardi Gras-themed Daffodil Ball. *VINCENZO D'ALTO*



Daffodil goes Mardi Gras: Decortainment was at its best at the 2016 Daffodil Ball. *VINCENZO D'ALTO*



JENNIFER CAMPBELL

No, this Social Gal has never experienced the famed New Orleans Mardi Gras Carnival live, but rest assured that after attending the recent Mardi Gras-themed annual Daffodil Ball benefiting the Canadian Cancer Society at Windsor Station, that sure-to-be epic event experience has now rocketed to the top of my personal social calendar / party bucket list. Heck, if it's anything like this year's on-fire Daffodil, produced with award-winning attention to detail and dazzle by virtuoso event producers Alison Silcoff and Isabelle L   (of Alison Silcoff Events) and chaired with elegance and efficacy by Cogeco president/CEO Louis Audet (attending with wife Jocelyne), PSP Investments president/CEO Andr   Bourbonnais (with Andr  e Dallaire) and McKesson Canada president Alain Champagne (with wife Joanne Boss  ), I may have to move. As for all the dos and dos from this year's Daff, keep reading. #GoCarnivalOrGoHome

THE EATS

Mighty fine things happen on a plate when you pair the epicurean gifts of the local maestros

at the Fairmont Queen Elizabeth under the direction of Armando Arruda (kudos to new executive chef Baptiste Peupion) and celebrity guest chef Brian Landry, of New Orleans' world-renowned seafood destination, Borgne, who jetted in especially for the fete's foodie festivities. While all of the duo's authentic NOLA-themed dishes enthralled, the most outstanding were the grouper crudo with Creole spices and fire-roasted oyster, and Bananas Foster bread pudding with Bayou rum sauce for dessert. Not too shabby either were the Daniel Notkin-run oyster bars; traditional Sazarac and Hurricane cocktails; and, as is now Daff-ritual, Muffalettas of smoked meat at midnight.

THE SIZZLE

Alison and co. take the party city moniker seriously and therefore make entertainment a priority. This year's roster was no exception. Guests were overstimulated in a good way from the welcoming Dixieland Band in the lobby and promenading real-deal Mardi Gras Indians (specially imported for the occasion) to the insanely fabulous over-the-top strolling performers in the Mardi

Gras parade (yes a bona fide parade replete with bedizened choo choo train) and LED-lit (almost) too-blue-to-be-true Light Beings, an example of living art at its best. Boogie was no joke either what with Paul Chacra's 1945 and leading DJ St  phane Blaise in the house. And don't even get me started on the crystal ball reader in the ladies room. #NeverADullMomentAtTheDaff.

THE 'SPHERE

In a nutshell, this year's next-level decortainment is what a genius artistic expression of 20 km of ribbon, 800 balloons, 15,000 daffodils, 4,000 ostrich feathers, 6,000 bead necklaces, 400 flashing wands, and 100 flashing bow-ties looks like. Seriously psychedelically next-level. Cheers to Decor and More for concept and execution, Yves Ch  nier for literally over the-top 9 ft centrepieces and overall flower power, Marc Olivier Dufour for lighting brilliance (couldn't resist), Kloda Focus Group for ahhhazing lighting and audio equipment, Sofa to go for rocking rentals, and Sc  ne Scapin for staging and drapes.

THE RAF

Raffle tickets sold like New

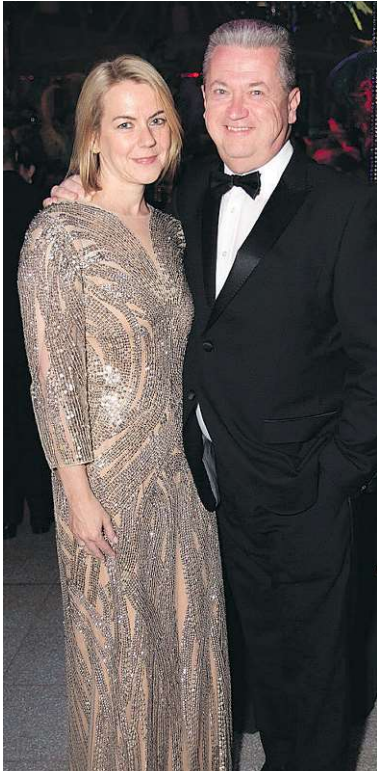
Orlean's Cajun crab cakes, to support the amazing cause but also because the prizes were so good. A No. 2 gift valued at \$23,000 featuring two biz class tickets to any Air Canada destination on the planet (yes debon-air Mr. Air Canada himself, CEO Calin Rovinescu was on scene with lovely wife Elaine) and a No. 1 prize valued at \$47,000 featuring a week's stay at a Parrot Cay, Turks & Caicos luxury villa.

THE SWAG

Oh yeah. Sweet it was. Women at top sponsors' tables went home with Christoffe jools gift certificates; boxed gift sets of Giorgio Armani Si perfume and body cream and makeup pochettes and mirrors; and a facial peel or laser treatment from beauty hot spot Elite Laser. Men at top tables left with gorgeous Montblanc black leather card cases. All women left with Giorgio Armani Si perfume and Lip Maestro, five Essentrics barre classes and Elite Laser halotherapy treatments, all men with Armani Acqua di Gio cologne and aftershave, and all couples with Balnea reserve thermale spa visits, and vouchers for MissFresh and Limousine   lectrique.



Top-tier support: Hydro-Qu  bec president/CEO Eric Martel and wife Myriam Chiniara attend the 2016 Daffodil Ball. *ALLEN McINNIS*



Glittering guests: Emma Griffin and husband, SNC-Lavalin new chief Neil Bruce lend invaluable support to the annual Daffodil Ball. *ALLEN McINNIS*



The Mardi Gras makers (a.k.a. committee members and chairs): Sophie Durocher in   ditions de robes, event producer Isabelle L   in Adrianna Papell, L'Or  al exec Isabelle Randez in Greta Constantine from Boutique Europa, Ritz-Carlton Montreal PR Katia Piccolino in Greta Constantine, event co-chair Alain Champagne, event producer Alison Silcoff in Badgley Mischka, Martin Rouleau in Waxman, co-chairs Louis Audet and Andr   Bourbonnais, Ari  le Ali-Hylands in Ralph Lauren, Figi Elman in Boutique 1861 vintage, Maria Grivakis in Nicole Miller, Belle Grivakis in Les Collections Jenna, Ritz-Carlton Montreal sales Anina Belle Giannini in Greta Constantine and   lodie Meyer bask in the success of a magical night. *VINCENZO D'ALTO*



Montblanc dream team: Michael Delouya in Hugo Boss and wife Sandrine in Versace look the party at the sponsor some serious swag at the 2016 Daffodil Ball. *VINCENZO D'ALTO*





Insanely fabulous: Over-the-top strolling performers animate cocktails and the Mardi Gras parade. *VINCENZO D'ALTO*



Living art wows: The LED-lit Light Beings perform for the first time in Quebec to rave reviews at the Mardi Gras-themed Daffodil Ball. *VINCENZO D'ALTO*



Real-deal Mardi Gras Indians: Big Chiefs Jerry Butler and Kevin Goodman bring customary colour and cool to the annual Daffodil Ball. *VINCENZO D'ALTO*



Spotlight on: Emcee Julie Du Page in BCBGMAXAZRIA and handsome hub, Dazmo partner Andrew Lapierre. *VINCENZO D'ALTO*

MARDI GRAS SIDE

THE FASH

As always, the ball was a fiesta of good sartorial stuff.

THE PEEPS

My, oh my, the profile was high! On the celebrity front, scene-stealers were partout, including emcee Julie du Page with husband Andrew Lapierre; Sophie Durocher and husband Richard Martineau; Mitsou Gelinas with hub Johann Martin; Virginie Coossa and love Claude Meunier; Anne-Marie Losique with Steve Pellán; Marie-Andrée Poulin and Richard Petit and Isabelle Maréchal with Thierry Houillon.

On the corporate front, you could smell the power thanks to the generous patronage of leaders and influencers alike à la CIBC president/CEO Victor Dodig with wife Maureen; Bombardier topman Alain Bellemare and wife Kateri Da Silva; SNC-Lavalin president/CEO Neil Bruce with wife Emma Griffin; Rio Tinto chief executive, aluminum Alfredo Barrios and wife Elena; Hydro-Québec tops, board chair Michael D. Penner with wife Michaela Sheaf-Penner; and president/CEO Éric Martel with wife

Myriam Chiniara; Stingray Digital founder/president/CEO Eric Boyko and love, National bank exec Audrey Vallières; Attraction Media pres Richard Speer with fiancé, Essence Workshop's Ruby Brown; Cascades president/CEO Mario Plourde with Marie Letarte and executive chair Alain Lemaire with wife Mariette; RBC Capital Markets vice-chair Michael M. Fortier and wife Michelle Setlakwe; RBC Royal Bank vice-president commercial financial services Tony Loffreda with wife Angie; Sid Lee CEO/senior partner Jean-François Bouchard with wife, president/CEO Videotron Manon Brouillette; Bouclair president/CEO Peter Goldberg and wife Daphnée Gagnon; Transcontinental tops Isabelle Marcoux and husband François Olivier; Olymbec heads Richard Stern with wife Marnie and Derek Stern with wife Kirsty; Triotech COO Charles Décarie and wife Nathalie Schwartz Décarie; Mirum partner/CEO Mark Goodman with love, plastic surgeon Sandra McGill; power real estate brokers, committee member and Groupe Sutton's Martin Rouleau, Londono Real-

ty Group CEO Tatiana Londono with husband, music mogul David Alter, Royal LePage's Marie-Yvonne Paint and Profusion Realty owner Carl Rémylard Fontaine; Media masters, Gazette editor-in-chief (and my amazing girl boss) Lucinda Chodan; Globe and Mail publisher/CEO Phillip Crawley and La Presse president/publisher Guy Crevier with wife Anick Beaubien; and last but so not least, treasured past chairs, Telesystem chair Charles Sirois with wife Susan McPeak-Sirois, CAE CEO Marc Parent (one sassy dancer), Caisse de dépôt et placement du Québec chief Michael Sabia with wife Hilary Pearson, Norton Rose Fulbright Canada chair Norman M. Steinberg with wife Renée Kessler (they've got the moves too!) and Medisys main man Dr. Sheldon Elman with wife Dr. Meryl Elman.

THE REASON

After perusing the pages herein, it becomes pretty apparent why the Daff (currently in its 23rd season) has garnered 17 Special Events Gala Awards. That said, what is most spectacular about the event are a)

the vital monies it raises for the CCS, the country's largest funder of cancer research — this year's ball generated over 1.6 million — and b) the incredible people on the organizing team and the many ball supporters and beyond, including top-tier sponsors like Cascades, CIBC, Cogeco, Kevric, McKesson, National Bank, Onex, Power Corporation, RBC and the TD Bank, who make it possible to generate such difference-making funds towards the quest for a cure, and the provision of continued first-rate patient and family care and support. At the end of the day, glam and party aside (fun and soul-replenishing as they are), the Daffodil Ball is about people coming together to help people and to once and for all, end the devastating statistic of one in three diagnosis of cancer over a lifetime. Amen to that, and Bravo Daffodil.

IMPORTANT NOTE

Stay tuned for Gen 3 of the Diary of a Social Gal site, coming soon, with all the best scoop and pics and more from the Daff and other sizzlers. jenn@diaryofasocialgal.com



On scene: Londono Realty Group CEO Tatiana Londono in Di Carlo Couture with husband, music mogul David Alter in Tom Ford. *VINCENZO D'ALTO*



In good girl boss company: With Daffodil Ball event architect Alison Silcoff in Badgley Mischka and yours truly in Nasty Gal and Balenciaga. *VINCENZO D'ALTO*



A garden of good style: Micaela Sheaf-Penner wears one of the most beloved gowns of the night, dazzling in a billowy creation from Delevanti Boutique. *VINCENZO D'ALTO*



Pretty x 3: Marnie Stern, committee member Lysa Lash, of Next Generation Fur, in Proenza Schouler, and Toronto's Deborah Mecklinger pose for the glamcam at the annual Daffodil Ball. *VINCENZO D'ALTO*



Good friends, great night: Sid Lee tops Jean-François Bouchard, wife, Videotron chief Manon Brouillette, Stingray Digital's Eric Boyko in Tom Ford and love Audrey Vallières, of the National Bank in BCBGMAXAZRIA. *VINCENZO D'ALTO*



Perfect pair: Essence Workshop's Ruby Brown in Xavier Laruelle and fiancé, Attraction Media pres Richard Speer in Sartorialto. *VINCENZO D'ALTO*



Backstage bromance: Best event liaisons on the planet JF Gervais and Phil Rainville bond backstage with one of the real-deal Mardi Gras Indians who made the party pilgrimage from New Orleans. *VINCENZO D'ALTO*



Dance floor devotees: Linda Shaw in Max Mara and love Frank Motter, sponsor of the \$20,000 Acapulco villa hit the dance floor. *VINCENZO D'ALTO*

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