



On CIBC Miracle Day, we're investing in kids.

The History of CIBC Miracle Day

In 1984, a Wood Gundy office in Toronto came up with an idea that would ultimately change the lives of thousands of children, not only in Canada, but around the world. Wood Gundy's 42nd Street Branch – located on the 42nd floor at head office and named after the famous 42nd Street in New York – was a retail brokerage branch with a unique community spirit.

Branch Manager, Tim Miller and his fellow Investment Advisors decided to donate their commissions for one day of business to children's charities. For people who count on commissions for their livelihood, giving them up – even if only for one day – reflected their strong commitment to helping children.

The initiative was named "Miracle on 42nd Street," and in that first year \$163,935 was raised by this branch. "When we started the Miracle we were looking for a way to give back and share our good fortune with others," says Alan Friedman, one of the Investment Advisors who helped create the event in 1984. "We had no idea that it would grow into one of Canada's largest single-day corporate fundraisers for children."

Twenty-seven years later the venture is going strong, with over \$60 million raised for children's charities across Canada.

The 2011 CIBC Miracle Day is taking place on Wednesday, December 7.

Trade shyness for confidence.

Trade



CIBC
Miracle Day

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