



Miracle

ON MADISON AVENUE

Join Us for Our 25th Anniversary on **12/4/11**

Official Card



Silver Sponsor

**SILVER
PROMOTION
SERVICE**

Presented in Partnership with



To Benefit



One hundred percent of the funds raised at Miracle will help The Children's Aid Society provide vital health services to underserved children—services that their families might not otherwise afford or have access to. Children's Aid helps more than 70,000 children every year through a network of over 40 community-based centers, health clinics and schools concentrated in neighborhoods burdened by some of the nation's highest rates of poverty, violence, unemployment and failing schools. For the past 11 consecutive years, Children's Aid has earned Charity Navigator's four-star rating for "exceptional financial health." Children's Aid is the first charity to receive such a distinction.

www.childrensaidsociety.org

5 REASONS TO JOIN US ON MIRACLE SUNDAY

- 1** Join nearly 100 Madison Avenue retailers between 57th and 86th Streets that will donate 20% of the day's sales on Sunday, December 4, 2011, to help children who depend on the vital health care services of The Children's Aid Society. Your contribution is 100% tax-deductible
- 2** Your store can align itself with an exclusive group of Miracle Sponsors including American Express®, The New York Times, and The Silver Institute's Silver Promotion Service.
- 3** When customers use an eligible enrolled American Express Card to make purchases at participating retailers, they will receive 2X Membership Rewards® points. This is available at no additional cost and will drive traffic to participating retailers. American Express high-spending card members will also be invited to Miracle.
- 4** All Miracle 2011 participating retailers will have the opportunity to be included in The New York Times Silver Anniversary Miracle on Madison Avenue Special Advertising Section on Friday, December 2, 2011. (circ. 349,060). Your brand will demonstrate its support of children in need as well as highlight holiday shopping offers by placing an ad in this Special Section. A New York Times advertising representative will contact you regarding the Section's advertising opportunities.
- 5** Your store will benefit from additional promotions including an invitation (circ. 40,000+); an evite (circ. 20,000); point-of-purchase signage and window visuals; sidewalk banners displayed in front of your store on Miracle Sunday; online promotion; public relations; social media promotion; and lamp post banners displayed on Madison Avenue for one month prior to Miracle Sunday.

THANK YOU TO OUR 2010 RETAIL PARTICIPANTS

Aaron Basha	Furla	Michael Kors
Alain Mikli	Galo Shoes	Missoni
Alexis Bittar	Georg Jensen	Moga
Anne Fontaine	Giorgio Armani	Monnalisa
Anya Hindmarch	Gucci	Morgenthal Frederics
Arche	Hermes	Nanette Lepore
Armani Collezioni	Herve Leger	Nicole Miller
Baccarat	House of Mai	Pavillon Christofle
Bally	Ilias Lalaounis	Peress Lingerie
BCBG Max Azria	Jaded	Petit Bateau
Bond No. 9 New York	Jimmy Choo	Prada
Bonpoint	Judith Leiber	Pratesi
Calypso St. Barth	Juicy Couture	Ralph Lauren Baby
Canturi Jewels	La Perla	Ralph Lauren Children
Christian Dior	Lalique Haviland	Ralph Lauren Eyewear
Coach	Lanvin	Ralph Lauren Men
Cole Haan	Lederer	Ralph Lauren Women
Daum	Leggiadro	and Home
Daive Cenci	L'Etoile Royale	Reinstein/Ross
DKNY	Lilly Pulitzer	Robert Marc
Donna Karan New York	Lisa Perry	Ruzzetti & Gow
DuMont Estate Jewelry	Luca Luca	Stephen Russell
Elizabeth Locke	Malo	Tanino Crisci
at Piepers + Kojen	Manrico	Teuscher
Etro	Marina Rinaldi	Vilebrequin
F.P. Journe	Marni	Yael Sonia
Frette	Max Mara	Zitomer

“For 25 years, our businesses have proudly given back to the community during the height of the holiday shopping season by participating in Miracle on Madison Avenue. Miracle serves as the official kick-off of the Madison Avenue holiday season and is a day of great meaning to our clients. We salute the important work done on behalf of New York City’s children by The Children’s Aid Society.”

—Matthew Bauer, President,
Madison Avenue BID

YES, I would like to participate in the 25th Annual Miracle on Madison Avenue on Sunday, December 4, 2011. Our store will participate in the following program(s):

Day-of Program

We will participate in Miracle on Madison Avenue 2011 and donate 20% of sales on Sunday, 12/04/11 to The Children’s Aid Society.

Pre-Shopping Program

We will participate in the Pre-Shopping Program and contribute 20% of all sales during the week of Monday, 11/28/11 through Sunday, 12/04/11 to The Children’s Aid Society.

PR, Advertising and Social Media Program

I would like to learn more about how I can promote my Miracle participation through outdoor programming, public relations, advertising, and social media. Children’s Aid will provide graphic assets, text, and templates.

Retail participants will operate as they normally do during Miracle. At point of purchase, shoppers will show a Miracle shopper’s card to remind retailers that 20% of their purchases benefit Children’s Aid.

STORE _____

CONTACT _____

TITLE _____

AMERICAN EXPRESS 10 DIGIT MERCHANT ID #* _____

ADDRESS _____

TELEPHONE _____

FAX NO _____

EMAIL _____

SIGNATURE _____

DATE _____

*Merchant ID is required for your shoppers to receive 2X Membership Rewards

Sign up now

to be included in
The New York Times
Silver Anniversary Miracle
on Madison Avenue Special
Section *circ.* 349,060
and the Miracle invitation
circ. 40,000+

The New York Times
NYTIMES.COM

To confirm your support, please complete this form and fax it to The Children’s Aid Society at 212.477.3705 or email it to susanm@childrensaidsociety.org by **Friday, September 30, 2011.**

Questions? Please contact:

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