Stars join Sick Children's Trust at CIBC Miracle Day

Tuesday 8 December, 2015

On Wednesday 2 December, a number of stars stepped out in the city to join CIBC Miracle Day.

The Sick Children's Trust's ambassadors actor Richard Wilson, presenter Sian Welby and singer and actress Lindsay Armaou visited CIBC's London office, joining traders for a day raising thousands for children's charities.

Every year on CIBC Miracle Day, CIBC donates fees and commissions from the trading day to children's charities. This event, combined with CIBC fundraising activities throughout the year, has raised over £4.8 million for more than 62 charities across the UK and Europe since 1994.

The Sick Children's Trust was chosen as a beneficiary charity this year and ambassadors Richard, Sian and Lindsay attended to support the fundraising efforts.

Funds raised will go directly towards supporting families with critically ill children in hospital. The charity has three London houses located at Great Ormond Street Hospital and The Royal London Hospital, providing free 'Home from Home' accommodation, as well as emotional and practical support, to families in the most difficult of situations. Every year, these houses support over 1,000 families with children receiving lifesaving treatment, and they rely entirely on voluntary donations to remain open.

Jane Featherstone, Chief Executive at The Sick Children's Trust, says: “No child should be separated from their family while receiving critical care in a hospital far from home.

“It costs us £28 a night to accommodate a family in a comfortable room, just minutes from their child's bedside. CIBC's support will ensure that seriously ill children have their Mums and Dads, brothers and sisters, by their side when they need them the most.

“Every year, our 'Homes from Home' across the country help over 3,600 families, keeping them together through the toughest of times. On behalf of these families, I would like to thank everyone at CIBC for their incredible support.”

Kevin Li, Managing Director and Head of CIBC in Europe, says: "On CIBC Miracle Day, we are working to make a difference in the lives of kids in need. CIBC Miracle Day is one of our busiest trading days of the year as our clients, celebrity guests, and employees work together knowing that trades made this day will support children across London and the UK.”

Charities React and Noah's Ark Children's Hospice have also been chosen to benefit from the CIBC Children's Foundation fundraising during 2015.

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