

Wednesday, December 7, 2016

'Tis the Season

The 30th Annual Miracle on Madison Avenue, New York's cherished holiday shopping tradition, greeted shoppers and visitors with its most abundant bounty of holiday festivities on Saturday, December 3rd. Over 90 participating businesses on Madison Avenue between 57th and 86th street donated 20% of the sales that day to benefit the pediatric initiatives of The Society of Memorial Sloan Kettering. Volunteer Ambassadors from the Society of MSK hosted in-store events and spread good cheer including **Amanda Taylor, Gretchen Fenton, Erica Silverman, Leslie Coleman, Kate Allen, Allison Aston, Shabnam Henry, Amanda Meigher, and Nina Carbone.**



Ralph Lauren Polar Bear

Free and open to the public, there were two Miracle on Madison stages at 67th and 86th Streets featuring children's and holiday-themed entertainment sponsored by 12 East 88 Condominium. Performing on the Miracle Stages were Broadway's Stanley Martin of "Aladdin", Metropolitan Room cabaret performers including **Chrysten Peddie, Jaycee Driesen and Tyenne Sillekens** accompanied by ABT's company pianist **Ben Houghton** and the NYCGMC **Connect Singers.**



MSK MOM Committee: Amanda Taylor, Gretchen Fenton, Erica Silverman, Leslie Coleman, Kate Allen, Allison Aston, Shabnam Henry, Amanda Meigher, and Nina Carbone

To the delight of all, there was a meet-and-greet with the Memorial Sloan Kettering's Caring Canines. The Taste of Madison Avenue Tent at 64th Street, sponsored by BMW of Manhattan, kept the crowds satisfied and warm with culinary treats by the chefs of Madison Avenue including Altesi Ristorante, Arabelle at Hotel Plaza Athénée, Café Boulud, Grazie, La Maison du Chocolat, Philippe by Philippe Chow and Ristorante Morini - all to benefit The Society of Memorial Sloan Kettering Cancer Center. Holiday carolers, The Pipes of Christmas, in period dress serenaded the shoppers. BMW sponsor ran a car shuttle for shoppers and displayed their customized, Holiday-green car as the ultimate Miracle gift!

Miracle on Madison Avenue was organized by the Madison Avenue Business Improvement District (BID). www.madisonavenuebid.org.



Shoppers enjoying the Taste of Madison Avenue Tent



Cafe Boulud



Jaycee Driesen



Joan Belgrave



The Pipes of Christmas



NYC Gay Men's Chorus



Stanley Martin



Alexandra Selz-Pages, Safa Hummel,
Sarah Garano and Patricia Rowan



Julia Weinzimer and Chelsea Dekoff



Arturo Pineiro, BMW president



Caring Canines

<http://bit.ly/2glCmza>