



30th Anniversary of Miracle on Madison Benefits The Society Of Memorial Sloan Kettering

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by BWW News Desk



The 30th Annual Miracle on Madison Avenue, New York's cherished holiday shopping tradition, will greet shoppers and visitors with its most abundant bounty of holiday festivities on Saturday, December 3 from 10 am to 5 pm.

Free and open to the public, this year there will be two Miracle on Madison stages at 67th and 86th Streets featuring children's and holiday-themed entertainment sponsored by 12 East 88th Street condominium. Performing on the Miracle Stages will be Broadway's "CATS," Metropolitan Room Cabaret Performers, ABT's company pianist, **Ben Houghton**, and surprises every hour.

To the delight of all, there will be a meet-and-greet with the Memorial Sloan Kettering's Caring Canines at both stages. The Taste of Madison Avenue Tent at 64th Street, sponsored by BMW of Manhattan, will be offering 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 in period dress will serenade.

Over 90 participating businesses on Madison Avenue between 57th and 86th street will donate 20% of the sales that day to benefit the pediatric initiatives of The Society of Miracle Sloan Kettering. Miracle on Madison Avenue is organized by the Madison Avenue Business Improvement District (BID).