

***CIBC celebrates most successful campaign to date raising a staggering \$8,335,000 for United Way – surpassing its 2003 contribution by more than \$1 million***

**TORONTO, Jan. 5, 2005** – Early this evening **John Hunkin**, CIBC Chief Executive Officer, was joined by CIBC employee volunteers at Commerce Court to celebrate the most successful United Way campaign CIBC has ever undertaken. Joining the campaign wrap-up festivities were **Susan McIsaac**, Vice President of Fundraising, United Way of Greater Toronto, **Karen Birch**, Executive Director of Second Base Youth Shelter and **Val Ledger**, CIBC Employee Campaign Chair. Ms. McIsaac and Ms. Ledger unveiled a large mosaic to announce the **\$8,335,000\*** that CIBC, its employees and pensioners across the country raised for United Way's 2004 fundraising campaign.

The dollar amount was sprawled across a mosaic that included a montage of photos celebrating the countless ways CIBC employees across Canada participated in the campaign. CIBC spearheaded many unique fundraising and awareness initiatives this year including:

- A national employee marketing campaign created around the theme "**Real Heroes Work Here**" which showcased the many ways employees contributed to United Way as financial contributors and volunteers
- A hugely successful **CIBC Days of Caring** drive where hundreds of employees generously donated **2½ tonnes** of blankets, baby clothes, winter coats and boots and other urgently needed items for Toronto shelters
- The largest CIBC team ever to participate in the Enbridge **CN Tower Stair Climb** in Toronto with 278 employees participating and raising over \$20,000
- The first annual **CIBC Hockey Tournament** in Toronto with 128 employees and eight teams participating, raising \$28,000
- A **CIBC Days of Caring** in **British Columbia's Lower Mainland** where 70 employees donned their painting caps to refresh several United Way agencies
- A city-wide employee campaign launch event at all of **Winnipeg's 25 branches** with representatives from 25 different United Way agencies speaking.

In addition, many other CIBC employees at branches and offices across the country participated in golf tournaments, pancake breakfasts and other launch, awareness and fundraising events.

Mr. Hunkin, who was the Campaign Chair for the United Way of Greater Toronto's 2004 campaign, thanked CIBC employees for their strong support and generosity during the campaign.

"CIBC employees have a long and proud history of supporting the communities where they live and work and once again they showed the strength of their commitment by

raising millions of dollars for United Way member agencies," said John Hunkin. "I am overwhelmed with the incredible generosity that CIBC employees have shown. Their compassion for others and desire to make a difference is boundless and I am so proud to work with such a fine group of people."

"I thank everyone at CIBC for running another extremely successful campaign this year," said Susan McIsaac. "The millions of dollars raised will continue to help United Way agencies across the GTA and Canada to provide vital community programs and services that reach millions of Canadians. I applaud CIBC for its tireless dedication to strengthening people and communities."

"I have worked on the CIBC United Way campaign for 10 years," said Val Ledger, who has been an employee with CIBC for 38 years and has come out of semi-retirement for the past ten years to act as the CIBC Employee Campaign Chair. "Our employees' participation and involvement grows stronger and bigger each year and this was definitely the most fulfilling campaign I've had the honour of leading."

Val received the **2003 United Way Spirit Award** in recognition of her passion, contagious enthusiasm, inspiring spirit and tremendous commitment for going above and beyond what is required. Val's colleagues describe her as the heart, inspiration and cornerstone of CIBC's United Way campaign.

### **About CIBC**

In addition to United Way, CIBC contributes to many charitable organizations and community-based initiatives across the country and around the world. In 2004, the CIBC group of companies contributed more than **\$44 million worldwide**, including over **\$28 million in Canada**. For more information, visit [www.cibc.com](http://www.cibc.com), CIBC In Your Community.

### **About United Way**

The 126 United Ways/Centraides across the country work hard to meet needs in their local communities, to strengthen neighbourhoods and people. Whether it is providing programs to help young children get a healthy start in life, job training and language support for newcomers to Canada, shelter for abused women and their children, or home visiting to help isolated seniors, United Way makes a difference in the lives of millions of Canadians. Donations to local United Ways stay right in the community to support the community. For more information about United Ways across the country, visit [www.unitedway.ca](http://www.unitedway.ca).

*\*CIBC's total 2004 contribution to United Way includes a corporate donation of \$2.78 million – the largest single corporate donation CIBC has ever made - and a total employee contribution of \$5,555,000 made through employee fundraising efforts, pensioners and personal payroll deductions.*

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