We are in this together
CIBC committed to ensuring youth reach their full potential

The Duke of Edinburgh’s Award

The Duke of Edinburgh’s Award, launched in Canada in 1963, continues to be one of the most successful at-risk-youth initiatives around the world. The Duke of Edinburgh’s Award is an exciting per- •••

The Award launches Make A Difference campaign

O ver 100,000 young Cana-
adians have participated in The Duke of Edinburgh’s Award since it came to Canada in 1963. In 2013, The Duke of Edinburgh’s Award will be celebrating its 50th Anniversary. To help the organization celebrate, two events – the 50th Anniversary Gala and the 50 Years Gala – will reach beyond the organization’s focus on at-risk youth to engage inspiring young Canadians. The first event, the Gala, will take place in Toronto, where it will officially celebrate The Duke of Edinburgh’s Award’s 50 years of existence in Canada. The second event, the 50 Years Gala, will reach beyond the organization’s focus on at-risk youth to engage inspiring young Canadians. The gala will be held in May 2013, with a theme of “Making a Difference.”

About the Award

The Duke of Edinburgh’s Award is an exciting per-•••
The Award transforms not only the young people who participate in it, but also the communities they live in. The Award’s success is both overwhelming and indisputable.

Peter Melanson, National President of The Duke of Edinburgh’s Award

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