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MEDIA RELEASE

Allied against abuse.

FOR IMMEDIATE RELEASE

BIRCHWAY NIAGARA CALLS ON COMMUNITY TO TAKE ACTION DURING WOMAN ABUSE PREVENTION MONTH

NIAGARA FALLS, ON, October 29, 2025 – Every November, communities across Ontario come together to recognize **Woman Abuse Prevention Month**—a time to raise awareness of gender-based violence and take action to end it. The month also includes the [**16 Days of Activism Against Gender-Based Violence**](#), which begin November 25 (the *International Day for the Elimination of Violence Against Women*) and continue until December 10 (*Human Rights Day*).

According to the **Ontario Association of Interval and Transition Houses (OAITH)**, **35 femicides have been reported in Ontario since November 25, 2024**. This sobering statistic reminds us that intimate partner violence remains a life-and-death issue—and that prevention, education, and community support are more critical than ever. [Data released yesterday by Statistics Canada](#) further confirms the epidemic of family violence and intimate partner violence that exists across this country.

Birchway Niagara joins OAITH in calling for collective action and solidarity. “Woman Abuse Prevention Month is not just about awareness—it’s about accountability,” says **Jennifer Gauthier, Executive Director of Birchway Niagara**. “Every person, organization, and community can play a role in ending violence against women. The courage to speak out, support survivors, and challenge harmful behaviours can save lives.”

Throughout November, individuals are encouraged to participate in OAITH’s **Wrapped in Courage** campaign by **wearing a purple scarf** to show survivors of abuse that they are not alone. This simple act of solidarity helps spark conversations about gender-based violence and demonstrates visible support for survivors in our community. The Wrapped in Courage campaign also includes a reception at Queen’s Park, where leaders from across the gender-based violence sector and the province’s legislators will gather on November 25, which Gauthier will attend.

Community support is already being felt in a powerful way through Birchway Niagara's **Allied Against Abuse Daily Raffle**, which has raised **over \$53,000** thanks to the generosity of local residents, businesses, and volunteers. With sales closing today, organizers predict that the total raised by the raffle will surpass **\$55,000**—enough to fund **a safe bed at Birchway Niagara's shelter on McLeod Rd for an entire year**, meaning 365 days of safety for women and children impacted by abuse. Daily draws for more than \$16,000 in prizes will take place throughout Woman Abuse Prevention Month, directly supporting programs that help survivors find safety and rebuild their lives.

Community events during Woman Abuse Prevention Month will include flag-raising ceremonies at Niagara Regional Headquarters (November 24) and in various municipalities (most taking place on November 25); illuminations; vigils; a virtual *Lunch and Learn* hosted by Birchway Niagara; Red Dress installations by the Canadian Federation of University Women, Welland & District; and more. **Birchway Niagara has compiled opportunities to learn, reflect, and take action against gender-based violence on its website:** birchway.ca/events/detail/woman-abuse-prevention-month

A high-resolution image of Birchway Niagara staff holding a "Wrapped in Courage" flag and wearing purple scarves is available at: <https://birchway.ca/assets/img/photos/2025-wrapped-in-courage-birchway-staff.JPG>

For media inquiries or additional information, please contact:

Jennifer Gauthier, Executive Director

Birchway Niagara

JenniferG@Birchway.ca

905-356-3933 ext. 223

About Birchway Niagara

Birchway Niagara is a trusted community organization dedicated to protecting and empowering women, children, and youth impacted by abuse. The agency operates a 45-bed shelter in Niagara Falls and offers a 24-hour phone and text support line, outreach offices in Welland, Fort Erie, and Port Colborne, as well as public education and prevention programs. Birchway Niagara provides confidential support, safety planning, counselling, housing and advocacy to individuals in South Niagara experiencing domestic and gender-based violence. Birchway Niagara envisions a community without abuse and engages individuals and organizations to become allies against abuse to break the cycle of violence for all individuals regardless of race, gender, age, or economic status.

For more information, visit our new website at [Birchway.ca](https://birchway.ca)

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