Birchway NIAGARA

Allied against abuse.

FOR IMMEDIATE RELEASE

PURPLE FALLS, SHARED PURPOSE: BIRCHWAY NIAGARA INVITES COMMUNITY TO HELP END VIOLENCE AGAINST WOMEN

Woman Abuse Prevention Month offers opportunities to learn, connect and take action across Niagara

NIAGARA FALLS, ON, November 2, 2026 –Niagara Falls glowed purple yesterday evening as Birchway Niagara staff and community allies gathered with a message for women and children experiencing abuse: you are not alone.

With both the Canadian and American falls illuminated behind them, the group wore purple scarves and held a Wrapped in Courage flag to mark the beginning of Woman Abuse Prevention Month. The gathering was part of the Ontario Association of Interval and Transition Houses' (OAITH) annual Wrapped in Courage campaign, which invites communities to show their support for survivors and help end gender-based violence.

Birchway Niagara is encouraging residents to carry that message forward by taking part in local events throughout November and the 16 Days of Activism against Gender-based Violence, which run from November 25 to December 10.

"When someone is experiencing abuse, knowing that others care can make it easier to reach out," says Jennifer Gauthier, Executive Director of Birchway Niagara. "By learning about abuse, listening without judgment and supporting local domestic violence services, each of us can help build a community where survivors are believed, supported and able to find safety."

Find your opportunity to get involved

From flag-raising ceremonies and illuminations to vigils and conversations, upcoming events offer Niagara residents meaningful ways to show support and learn more about preventing violence.

Activities include flag raisings at Niagara Regional Headquarters and in local municipalities; a virtual Lunch and Learn hosted by Birchway Niagara; Red Dress installations by the Canadian Federation of University Women, Welland & District; and other opportunities to learn, reflect and take action.

Residents, workplaces, service clubs and community groups are encouraged to visit **birchway.ca/events/detail/woman-abuse-prevention-month** for event details and ways to participate throughout Woman Abuse Prevention Month and the 16 Days of Activism against Gender-based Violence. Whether attending a vigil, joining an educational session or inviting others to get involved, community members can help keep the conversation going.

Throughout November, wearing a purple scarf as part of the Wrapped in Courage campaign is another way to make support visible and start conversations about violence against women.

Community generosity is also supporting survivors through Birchway Niagara's Allied Against Abuse Daily Raffle. Hundreds of members of our community have raised nearly $60,000 by purchasing tickets for this year's fundraiser, which features daily draws throughout Woman Abuse Prevention Month.

Birchway Niagara's confidential support line is available 24 hours a day. Anyone experiencing abuse can call or text **905-356-5800** for help.

Photo caption: *Birchway Niagara staff wear purple scarves and hold a Wrapped in Courage flag in front of Niagara Falls on November 1, 2026. Both the Canadian and American falls were illuminated purple to mark the beginning of Woman Abuse Prevention Month and remind women and children experiencing abuse that they are not alone. Photo link*

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For media inquiries or additional information, please contact:

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About Birchway Niagara

Birchway Niagara provides safe shelter and support services to individuals experiencing abuse in South Niagara. Services include emergency shelter, a 24-hour support line, counselling, legal advocacy, housing support, child and youth services, outreach and after-care, as well as prevention and public education programs. Birchway Niagara operates a 45-bed emergency shelter, with 15 of those beds funded entirely through community support. 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 birchway.ca.