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For Immediate Release

## **NIAGARA ICEDOGS TEAM UP WITH WOMEN'S PLACE TO RAISE AWARENESS DURING THE 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE**

**Niagara Falls, ON, November 18, 2022** – When the 16 Days of Activism against Gender-Based Violence start on November 25, the Niagara IceDogs will be adding their voices to this important international campaign. Beginning with the IceDogs' home game at the Meridian Centre on November 25, the IceDogs will shine a light on the issue of gender-based violence and have invited a large group of Women's Place staff, volunteers and other supporters to attend, many of whom will be wearing purple, to raise even more awareness.

Throughout the 16 days, IceDogs' coaches and players will also share videos on the Women's Place and IceDogs' social media channels using the hashtag **#TeamUp4Equality**. The goal of the social media campaign is to encourage players and coaches, who are important role models in our community, to share how they will take action to end gender-based violence. Their involvement in the campaign will also include working with Women's Place's Manager of Prevention and Public Education, Alicia MacMillan. MacMillan will spend time with the team looking at the impact of gender stereotypes and exploring how the players and coaches can be powerful allies in challenging beliefs that can be harmful to all genders.

"This is an exciting opportunity to engage young men who are leaders in our community" explains MacMillan. "By taking the time to learn how gender stereotypes impact all of us, the IceDogs are making an important step in becoming part of the solution to gender-based violence."

These steps will continue even when 16 Days of Activism are over.

Lucy Driscoll, the team's Manager of Group Sales and Billet Coordinator, has been working with Women's Place to get the team more involved with the local women's shelter, such as encouraging players to volunteer at this year's Smile Cookie campaign in support of Women's Place this past September. Driscoll is excited that the team is helping to raise awareness during the 16 days of Activism as well but says this is "only the beginning" of the IceDogs' involvement in ending gender-based violence.

The International Day for the Elimination of Violence is an annual campaign, which starts on November 25 with the International Day for the Elimination of Violence against Women and ends on Human Rights Day on December 10. Organizations across our community will be taking various actions during the campaign such as:

- **Lighting community landmarks orange on the evening of November 25** (Orange symbolizes a brighter future, free of violence and is associated with the 16 Days of Activism):
  - Schmon Tower at Brock University
  - Niagara Falls 10:00 p.m. for 7.5 minutes
  - Bridge 13 in Welland
  - Port Colborne City Hall Cupola
- **The Red Dress Campaign:** [Canadian Federation of University Women, Welland & District](#)
  - Red Dresses will be hung in the municipalities of Wainfleet, Welland, Port Colborne and Pelham to raise awareness of missing and murdered Indigenous women and girls.
- **Flag Raisings – November 25:**
  - City of Welland - 10:00 a.m.
  - Port Colborne – 11:00 a.m.
  - Town of Pelham – 1:45 p.m.

*Questions regarding Women's Place's participation in the 16 Days of Activism should be directed to Amanda Braet at 905-356-3933 ext. 241 or [amanda@wpsn.ca](mailto:amanda@wpsn.ca). You can also visit [www.womensplacesn.org](http://www.womensplacesn.org). Individuals wishing to find out more about Women's Place's education program can call 905-356-3933 ext. 224 or contact [alicia@wpsn.ca](mailto:alicia@wpsn.ca). For information about the Niagara IceDogs' commitment to ending gender-based violence, reach out to Lucy Driscoll at 905-687-3641, ext. 226 or [l.driscoll@niagaraicedogs.net](mailto:l.driscoll@niagaraicedogs.net) or visit [www.niagaraicedogs.net](http://www.niagaraicedogs.net).*

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