

**CONTACT INFORMATION**

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**RELEASE DATE**

**September 12, 2023**

**BIRCHWAY NIAGARA MOVES DAILY RAFFLE ONLINE, MAKING IT EASIER TO GET 30 CHANCES TO WIN THIS NOVEMBER**

**NIAGARA FALLS, ONTARIO, SEPTEMBER 12, 2023** – Birchway Niagara is excited to announce the launch of the [Birchway Niagara Daily Draw Raffle](#). The raffle, formerly known as the Women’s Place One-Month Calendar Raffle, features over \$10,000 in prizes donated by generous local businesses and individuals, and includes cash prizes and gift cards that can be used throughout Ontario. The daily prizes will be drawn throughout Domestic Violence Awareness Month in November, and proceeds from the raffle will support Birchway Niagara’s services across South Niagara, including the agency’s 40-bed shelter on McLeod Rd and satellite offices in Welland, Fort Erie and Port Colborne.

This is the fourth time that the agency has sold tickets for a daily raffle. This time, however, there is a big change that Fundraising and Events Manager, Andrea DiCenso, hopes will make it the most successful raffle yet. “Unlike past years,” explains DiCenso, “our allies will be able to buy their tickets online. Because our shelter and satellite offices are not public spaces, we have relied on our incredible volunteers to sell tickets throughout our community. While volunteers will still be helping to promote the raffle, this year supporters will be able to purchase their ticket from any computer or smartphone in Ontario!”

Making the raffle more accessible is crucial at a time when the agency is working toward expanding its services in South Niagara. “When our name changed from

Women’s Place to Birchway Niagara in March,” shares Director of Development and Stewardship, Amanda Braet, “we also made a commitment to better serve all people in our community experiencing abuse. For instance, we are currently exploring ways to remove barriers, such as building facilities that will allow clients to bring their pets with them when they flee an abusive home. Recently, we also added an after-care program that provides survivors with continuing support after they leave our shelter.”

Expanding services comes with a cost, however, which is why fundraisers like this one are so important. Intimate partner violence has also reached epidemic levels, [with 52 femicides reported in Ontario in the past year alone.](#)

Members of our community (and their friends and family throughout Ontario) can purchase their tickets by visiting [www.trellis.org/birchwayraffle](http://www.trellis.org/birchwayraffle) or by visiting the Birchway Niagara website at [www.birchway.ca](http://www.birchway.ca). Individuals who purchase their ticket before 10 a.m. on October 10 will also be entered to win the \$300 cash Early Bird prize. Residents of Ontario who are 18 years of age or older are eligible to participate. Sales will continue until the end of November, but supporters wishing to be eligible for all 30 prizes should purchase tickets by 10 a.m. on November 1.

To learn more about this fundraiser and the work it supports, please reach out to Birchway Niagara’s Fundraising and Events Manager, Andrea DiCenso at [andread@birchway.ca](mailto:andread@birchway.ca) or at 905-356-3933 ext. 241.

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*Originating in the 1980s with two women’s shelters in Welland and Niagara Falls, Birchway Niagara provides compassionate services to individuals impacted by abuse including a 24-hour support line, safe shelter, and counselling. Formerly known as Women’s Place, the agency evolved in 2022 by consolidating emergency shelter services for women and children at their Niagara Falls location on McLeod Rd and continues to offer outreach services at offices across South Niagara. In March 2023, a new name and logo were announced to reflect the growing understanding that abuse is an issue that negatively impacts everyone, and that everyone must be involved and supported to build a community without abuse.*

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