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FOR IMMEDIATE RELEASE

**Birchway Niagara Launches “Let’s Face It” Campaign to Tackle the Growing Epidemic of Intimate Partner Violence**

**NIAGARA FALLS, ONTARIO, November 9, 2023 –** Birchway Niagara, formerly known as Women's Place, is proud to announce the launch of its "Let's Face It" campaign this week. The campaign's goal is to raise awareness of the alarming issue of intimate partner violence and the collective steps needed to bring an end to this pervasive problem.

The campaign is also intended to increase awareness of the agency’s recent transformation, which includes adopting a new name and brand identity that aligns with its expanded and more inclusive mission. This mission recognizes that domestic abuse can impact anyone and reminds us that everyone has a role to play in bringing an end to intimate partner violence.

The "Let's Face It" campaign is designed to spotlight these changes and encourage individuals and communities to take action. It reminds us that "It costs more to do nothing" and emphasizes that every gift extended is a lifeline to those affected by domestic violence.

This campaign's launch comes at a critical moment, as the Niagara Region recently joined over 60 regions and municipalities in Ontario in declaring intimate partner violence an epidemic. This declaration is expected to amplify awareness of this pressing issue. The timing couldn't be more fitting, as November is Domestic Violence Awareness Month.

Between November 26, 2021, and November 25, 2022, 52 women and girls lost their lives in Ontario in acts of femicide. These grim statistics underscore the urgency of the "Let's Face It" campaign and the need for increased awareness and support to combat intimate partner violence.

Birchway Niagara invites individuals, organizations, and communities to join them in taking a stand against domestic abuse. By spreading awareness, supporting their mission, and making a donation, we can all contribute to ending intimate partner violence once and for all.

To learn more about Birchway Niagara and their "Let's Face It" campaign, please visit their website at [www.birchway.ca](http://www.birchway.ca) or donate at <https://mailchi.mp/birchway.ca/lets-face-it>

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*Birchway Niagara provides compassionate services to individuals impacted by violence. Formerly known as Women’s Place, the agency evolved in 2022 by consolidating emergency shelter services at its Niagara Falls location on McLeod Rd. It 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. It is also a problem that everyone must solve. A new, inclusive name and logo will allow Birchway Niagara to engage more members of our community to end the violence.*

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