

CONTACT INFORMATION

Birchway Niagara

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FOR IMMEDIATE RELEASE

Registration Now Open for Birchway Niagara's Annual Brunch, Bid & Bowl Event

NIAGARA FALLS, ONTARIO, January 19, 2024 – Birchway Niagara (formerly Women's Place), invites members of our community to support survivors of domestic violence by registering for this year's Brunch, Bid & Bowl event at brunchbidandbowl.org. Participants will be fundraising to empower women and children in our community to build a safer future while coming together to celebrate International Women's Day.

The March 9th event, which is presented by Niagara Casinos, will include a morning of brunch, fun and fundraising at Club Italia before participants head to Cataract Bowl to celebrate their fundraising success.

[Layne, The Auctionista](#), will be returning to emcee this year's event. With their magnetic stage presence and ability to connect participants to the cause, The Auctionista will ensure that participants have a great experience creating a community of support for the hundreds of women and children who use Birchway Niagara services each year.

"When the Niagara Region declared intimate partner violence an epidemic late last year, it reflected the struggle that shelters like ours face to keep up with the need for domestic violence services," explains Birchway Niagara's executive director, Jennifer Gauthier.

"Community support for Birchway Niagara's fundraising events like Brunch, Bid & Bowl has never been more critical, and I would encourage everyone to consider participating on March 9th or donating to one of the teams taking part."

WHAT: A one-day event in which participants will enjoy a buffet-style brunch, live & silent auctions, a "heads and tails activity" (for a chance to win a \$750 Outlet Collection gift card), and 1.5 hours of bowling at Cataract Bowl. Teams will raise funds online in the weeks and months leading up to March 9.

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WHEN/WHERE: Saturday, March 9, 2024
9:30 a.m. – Doors open at Club Italia (2525 Montrose Rd, Niagara Falls)
approx. 2:30 p.m. – Bowling starts at Cataract Bowl (7906 Lundy's Lane, Niagara Falls)

WHO: This event is suitable for adults, youth and children. It is a great opportunity for friends, family members and colleagues to come together for a wonderful cause and a great time!

COST: There is no registration fee for teams of 6–8 players who reach the minimum fundraising goal of \$800. Bowlers may also register individually if they would like Birchway Niagara to find them some teammates by joining one of our “Bowling Buddies” teams. Guests who do not wish to join a bowling team can also purchase tickets to take part in the brunch, auctions and “heads and tails” portions of the event.

HOW: Registration is now open at BrunchBidandBowl.org

Questions regarding the event should be directed to Amanda Braet, Director of Development and Stewardship, at (905) 356–3933 ext. 240, amandab@birchway.ca.

Further information and resources related to this event and Birchway Niagara can be found at birchway.ca or on the event site at brunchbidandbowl.org. Images of previous years' events can be found on our [Media Relations page](#) or in our [Facebook photo albums](#).

For media inquiries or additional information, please contact:

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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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