

CONTACT INFORMATION

Birchway Niagara

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FOR IMMEDIATE RELEASE

Allies against abuse to gather March 9 at Brunch, Bid & Bowl event

NIAGARA FALLS, ONTARIO, March 1, 2024—On Saturday, March 9, “allies against abuse” from across Niagara will join Birchway Niagara for their annual Brunch, Bid & Bowl event at Club Italia and Cataract Bowl. This highly anticipated annual event, which will take place the same weekend as International Women’s Day, will raise critical funds and increase awareness for the 40-bed domestic violence shelter in Niagara Falls, as well as supporting the agency’s satellite offices in Welland, Fort Erie and Port Colborne.

The over \$60,000 that is expected to be raised during this event will help to address the dangerous reality of intimate partner violence that continues to impact our communities. Arpana, a Niagara Falls resident who was supported by Birchway Niagara in the early days of the pandemic, has been invited to share with participants how events like Brunch, Bid & Bowl can build a community of support for survivors. She will tell her story of how staff of the shelter were able to help her and her two sons to safely leave an abusive home, and how the support of community members can change lives.

While the cause being supported is serious, Brunch, Bid & Bowl is designed to be a day of fun for everyone involved. One of the highlights of the day is the event’s host, [“Layne, The Auctionista”](#). This energetic and entertaining “philanthro-tainer” will build excitement for the work of Birchway Niagara and for the event’s live and silent auctions, which together have prizes valued at approximately \$30,000. Prizes have been donated by generous local businesses and individuals with the help of the event’s volunteer organizing committee.

In addition to the funds that will be raised in the live and silent auctions, most event participants are also members of bowling teams that have been committed to raising at least \$800 (per team) in the days and months leading up to March 9.

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Brunch, Bid & Bowl has also received generous sponsorship for this event totalling \$16,050 from businesses, including Niagara Casinos who will return as this year's presenting sponsor.

Once the brunch and auctions wrap up at Club Italia, those participants who have registered to bowl will celebrate their successful fundraising with an afternoon at Cataract Bowl on Lundy's Lane.

Highlights of this year's event include:

- 8 live auction packages worth \$200-\$1,500 ([click here to preview packages](#)).
- over 100 silent auction packages
- 9:30 a.m. Doors open at Club Italia (2525 Montrose Rd.) for "brunch and bidding"
- 2:30 p.m.: Bowling starts at Cataract Bowl (7906 Lundy's Lane)

Please note that registration for this event has now closed. Tickets will not be available on the day of the event.

Complete details can be found on the event website at <http://www.brunchbidandbowl.org>. To learn more about Birchway Niagara and for additional resources about this event, you can also visit the Birchway Niagara media relations page at: <https://birchway.ca/about/media-relations/>.

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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