

CONTACT INFORMATION

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FOR IMMEDIATE RELEASE

Brunch, Bid & Bowl Participants are Raising Critical Funds to Support and Empower Survivors of Gender-Based Violence

NIAGARA FALLS, ONTARIO, February 28, 2025– In celebration of International Women’s Day, Birchway Niagara is proud to host its 20th Brunch, Bid & Bowl event on **Saturday, March 8th, sponsored by Great Wolf Lodge.**

This event, which features brunch at Club Italia, exciting live and silent auctions, and 1.5 hours of bowling at Cataract Bowl, will help to support the increasing demand for Birchway Niagara’s services. Every dollar raised will help to operate their 40–bed domestic violence shelter, outreach programs, 24–hour support line and other vital programs to prevent gender–based violence and empower survivors.

“The allies who attend Brunch, Bid & Bowl every year make a lasting impact in our community,” explains Birchway Niagara’s executive director, Jennifer Gauthier, who hopes that participants will raise over \$90,000. “Every dollar they raise will directly support women and children in South Niagara experiencing violence, changing lives and positively impacting families for generations to come. Reminding us of this impact will be a member of our community who will speak at the event. She came to our shelter as a child with her mother and continues as an adult to dedicate herself to raising awareness to help end the cycle of family violence.”

This year’s event will once again be hosted by the dynamic [Layne, The Auctionista](#), whose energetic style brings excitement to the day, especially the popular [live auction](#). Attendees can bid on over **\$32,000 worth of gift cards, items, and exclusive experiences** generously donated by local businesses, organizations and individuals. Featuring hundreds of exciting packages, the live and silent auctions have something for every taste and budget. There will also be a **chance to win a \$500 gift card to the Outlet Collection** in a thrilling “Heads or Tails” game, a 50/50 draw and, of course, a **delicious brunch**.

While participant registration is now closed for this event, members of our community can still make their impact by donating to a participant, team, or the event in general at www.brunchbidandbowl.org.

Event Details:

- **Doors Open:** 9:00 a.m. at **Club Italia** (2525 Montrose Rd.)
- **Bowling Begins:** 1 p.m. **Cataract Bowl** (7906 Lundy's Lane)

For full event details, visit brunchbidandbowl.org. Additional media resources, are available at on Birchway Niagara's media relations page at: 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.