

FOR IMMEDIATE RELEASE



Hockey great, Doug Gilmour, pictured with Birchway Niagara's Amanda Braet, Director of Development & Stewardship and Teagan Foord, Fundraising & Events Manager

Hockey Great, Doug Gilmour, Set to Host a Star-Studded Event Supporting Women and Children Experiencing Violence

Niagara Falls, ON – Get ready for an unforgettable day of golf, fun, and philanthropy at the Doug Gilmour & Friends Celebrity Classic, happening Friday, August 8th, 2025, at Thundering Waters Golf Club in Niagara Falls.

This fun-filled day brings together Toronto Maple Leafs legend Doug Gilmour and a host of celebrity guests for a memorable experience, all in support of Birchway Niagara. This vital organization provides shelter, resources, and hope to women and children escaping domestic abuse—a mission that resonates far beyond Niagara.

“As much as this event is about golf and fun, it’s also about creating a meaningful impact,” said Gilmour. “It’s an honor to support Birchway Niagara and the incredible work they do to change lives.”

The Doug Gilmour & Friends Celebrity Classic promises:

- Exciting contests, giveaways, and activations on every hole
- Exclusive meet & greets with Gilmour and all celebrity guests
- Great food and beverages throughout the day
- A silent and live auction featuring once-in-a-lifetime experiences and unique memorabilia

A Cause Worth Supporting

While the event takes place in Niagara Falls, its mission transcends regional boundaries. Birchway Niagara’s programs are essential, providing a lifeline for survivors of domestic abuse and their families. All net proceeds raised at this event will contribute to providing safe shelter, counselling, and long-term support.

“Intimate partner violence has devastating impacts on families across Canada. Birchway Niagara is so grateful to Doug Gilmour and everyone involved in this event for taking action to support survivors,” explains Birchway Niagara’s Executive Director, Jennifer Gauthier. “Events like this one expand the number of safe spaces and services available to women and children, keeping them safer, and ultimately saving lives.”

Organizers have been grateful for the generosity of early supporters including Fallsview Casino Resort, Grimsby Chrysler Dodge Jeep, MSL Watson and others but the need continues. A number of opportunities remain for sponsors to join in making a significant impact for Birchway Niagara.

For sponsorship or registration details, or for media requests (Doug Gilmour), please contact Mathew Milne at (905) 357-6000 Ext. 424 or via email Mathew@thunderingwaters.com