

CONTACT INFORMATION

Birchway Niagara
Jennifer Gauthier, Executive Director
905-356-3933 ext. 223
birchway.ca

**BIRCHWAY NIAGARA TO RECEIVE GIFT OF WHITE BIRCH TREES IN
CELEBRATION OF EARTH DAY**

NIAGARA FALLS, ONTARIO, April 9, 2025 – Local journalists are invited to join Mayor Jim Diodati, representatives from the City of Niagara Falls Environmental Action Committee, and Niagara Peninsula Energy Inc. as they celebrate Earth Day with a ceremonial planting of two white birch trees at Birchway Niagara.

Date: Tuesday, April 22

Time: 10 a.m.

Location: Front lawn, 8903 McLeod Rd, Niagara Falls
(Limited on-site parking available. Additional street parking available on St. Michael Avenue.)

Please join us for:

- Remarks by
 - Co-Masters of Ceremonies, Councillors Victor Pietrangelo and Mike Strange (co-chairs of the City of Niagara Falls Environmental Action Committee)
 - Mayor Jim Diodati
 - Brian Wilke, NPEI President and CEO
 - Jennifer Gauthier, Executive Director, Birchway Niagara
- Ceremonial tree planting by Mr. John Anstruther, member of the Environmental Action Committee, and attendees
- Photo and interview opportunities

Cont'd

Additional information:

The white birch trees that will be planted as part of this event are made possible through the partnership of Niagara Peninsula Energy Inc. and the City of Niagara Falls Environmental Action Committee through the [Complimentary Street Tree Program](#). This program, which is funded by NPEI, enables the committee to plant 5-10 trees annually to enhance the urban forest canopy.

“We are proud to support the planting of these beautiful birch trees on Earth Day,” shares NPEI President and CEO, Brian Wilke. “We are committed to creating a greener, healthier future and to supporting critical community services like those offered by Birchway to help end the cycle of abuse in Niagara.”

Birchway Niagara is excited to be one of this year’s Street Tree Program recipients, especially as the white birch trees that will be planted on their front lawn hold deep symbolism for the agency. “Women’s Place changed its name to the more inclusive ‘Birchway Niagara’ in 2023,” explains the agency’s executive director, Jennifer Gauthier. “The name was chosen because the birch tree is known for its resilience, and its ability to withstand difficult circumstances. Every survivor of abuse who has the courage to walk through our doors or call our support line demonstrates this resilience as they build a safer life for themselves and their families. We are so excited that as our services grow to support more members of our community that the birch trees that are being planted during this ceremony will grow as well as an ongoing symbol of the courage of survivors.”

This event will not be promoted in advance to the public due to limited parking.

For further information, please contact:

City of Niagara Falls:

Jeff Guarasci, Community Development Coordinator
jguarasci@niagarafalls.ca 905-356-7521 ext. 3341

Niagara Peninsula Energy Inc.:

Sue Forcier, VP of Communications, Marketing and Public Affairs, C.Dir
sue.forcier@npei.ca (905) 356-2681 ext. 6001

###

Originating in the 1980s with two women’s shelters in Welland and Niagara Falls, Birchway Niagara provides compassionate services to individuals impacted by abuse including a 24-hour support line, safe shelter and counselling. Formerly known as Women’s Place, the agency evolved in 2022 by consolidating emergency shelter services for women and children at their Niagara Falls location on McLeod Rd and 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, and that everyone must be involved and supported to build a community without abuse.