

To: Allan Benner (allan.benner@niagaradailies.com)

From: Marcus Giancola (marcus.giancola@gilliansplace.ca)

Subject: Why Niagara Needs to “Walk A Mile in HER Shoes” This October

Hi Allan,

Marcus here from Gillian’s Place Niagara; I am just reaching out about a story that I feel would resonate with your audience and serve as a great follow-up to your recent articles discussing Port Colborne’s Food Drive and pressing issues regarding Niagara’s citizens.

On October 19, 2024, Gillian’s Place Niagara will host its annual “Walk A Mile in HER Shoes” event. Key details are as follows:

- **Purpose:** Since 2006, men, women, and their families around the world have supported Gillian’s Place’s Walk a Mile in HER Shoes event—The Men’s March to Stop Rape, Sexual Assault & Gender Violence. Over the past 18 years, Gillian’s Place has raised over \$1,512,000, positively contributing to the eradication of women’s violence.
- **This year’s fundraising goal:** \$125,000
- **Where:** The Niagara Pen Centre
- **When:** October 19, 2024
 - Registration: 10 a.m.
 - Walk: 11 a.m.
- **Media opportunities before and after the walk:**
 - Photo/Interview: St. Catharines Mayor, longtime supporter, and fundraiser Mat Siscoe (wearing high heels).
 - Photo/Interview: Gillian’s Place Executive Director Nora Blake with all male-identifying walkers.
 - Interview: Survivor and Support Counsellor Chloe Smith
 - Chloe and her two children spent time living in a shelter in 2015 after fleeing an abusive relationship. Gillian’s Place offered Smith and her children various support, including counselling, legal aid, a home search, and education. Today, Chloe is a support counsellor at Gillian’s Place, owns a home in Niagara, and has two thriving teens.
- For more info and high-res images, visit this media room link: www.HERshoes.ca/media. Anyone interested in supporting or participating in the event can visit: <https://gilliansplace.com/walk-a-mile-in-her-shoes/>. The brand’s socials are as follows: Instagram: [@gilliansplace_sc](https://www.instagram.com/gilliansplace_sc), Facebook: [@gilliansplace](https://www.facebook.com/gilliansplace), X: [@GilliansPlace](https://twitter.com/GilliansPlace), YouTube: [@GilliansPlace](https://www.youtube.com/GilliansPlace), LinkedIn: [Gillian’s Place](https://www.linkedin.com/company/Gillian's%20Place).

If you require any more information or would like to arrange an interview, please do not hesitate to contact me.

Sincerely,

Marcus Giancola, Public Relations Coordinator, Gillian’s Place Niagara

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