



PRESS RELEASE

FOR IMMEDIATE USE

CAA Niagara's 6th Annual Community Boost Now Accepting Applications



THOROLD, ON (March 4, 2024) – CAA Niagara is proud to announce the launch of their 6th Annual Community Boost and is now welcoming applications from local charities dedicated to making a positive impact in the Niagara Region.

"We are excited to kick off our 6th Annual Community Boost and continue our tradition of giving back to the Niagara community," said Peter Van Hezewyk, president and CEO of CAA Niagara. "Over the past five years, the Community Boost has made a significant difference in the lives of many Niagara residents, and we look forward to welcoming two new local charities into the program this year."

Since its inception in 2019, the Community Boost program has been a cornerstone of CAA Niagara's commitment to supporting the community. The program aims to empower and uplift non-profit organizations by offering both financial and non-financial assistance. Selected charities receive one-time donations of \$10,000 each, along with various forms of volunteerism, marketing assistance, and fundraising support.

As a highlight of the program, CAA Niagara proudly decorates two new towing vehicles in its fleet with the branding and colors of the selected charities, raising awareness and visibility for their causes. "By covering our towing vehicles with the vibrant colors and branding of selected charities, we're helping to increase recognition for the organization and shine a spotlight on their important work," says Van Hezewyk. "The Boost isn't just a one-time gesture; it's a commitment to stand by these charities for the long haul."

In 2023, CAA Niagara received approximately 60 applications from Niagara-based charities, highlighting the diverse and impactful work being done in the region. Big Brothers Big Sisters Niagara and Wellspring Niagara were selected as the newest recipients, joining a prestigious list of Community Boost family members that include Kristen French Child Advocacy Centre Niagara, Distress Centre Niagara, Food4Kids

Niagara, FORT Youth Centre, Gillian's Place, Hospice Niagara, Pathstone Mental Health and Heartland Forest Nature Experience.

Applications for the 2024 Community Boost program are now open and will be accepted until Monday, April 1st. Charities dedicated to community safety, programming for seniors and children, social services, mental health services, and environmental conservation and sustainability are encouraged to apply.

Interested charities can access the application form or learn more about recent recipients at caaniagara.ca/communityboost.

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ABOUT CAA NIAGARA

Founded in 1911 as the St. Catharines Automobile Club with just 16 members, CAA Niagara has grown to more than 150,000 Members with five Niagara locations; St. Catharines (Pen Centre), Niagara Falls, Welland (Seaway Mall), Thorold (administrative office) and Grimsby. A not-for-profit membership organization, CAA Niagara, provides emergency road services, travel, insurance and Member rewards.

ABOUT THE CANADIAN AUTOMOBILE ASSOCIATION (CAA)

CAA is a federation of eight Clubs providing 7 million Members with exceptional emergency roadside service, complete automotive and travel services, Member savings and comprehensive insurance services. CAA also advocates on issues of concern to its Members and all Canadians, including road safety, the environment, mobility, infrastructure, and consumer protection. CAA has been ranked among the most trusted brands for seven years in a row by the Peter B. Gustavson School of Business at the University of Victoria.

PHOTO INFORMATION

Photos courtesy of CAA Niagara.

1. CAA Niagara's Wellspring Niagara branded truck out front of Wellspring's Fonthill location.
2. CAA Niagara employees at a food sort for Food4Kids Niagara.