PRESS RELEASE **FOR IMMEDIATE USE**

CAA Niagara's 8th Annual Community Boost Now Accepting Applications

THOROLD, ON (March 02, 2026) — CAA Niagara is proud to announce that applications are now open for its 8th Annual Community Boost program, inviting Niagara-based charitable and non-profit organizations to apply for funding and ongoing partnership support.

Since launching in 2019, Community Boost has been a cornerstone of CAA Niagara's commitment to strengthening the region. The program invests in local charities that are creating measurable impact across Niagara by providing financial support, volunteer engagement, promotional visibility, and long-term collaboration.

"Community Boost reflects who we are as an organization," said Marrianne Wilson, President and CEO of CAA Niagara. *"We are inspired every year by the dedication of Niagara's non-profit sector. Through this program, we don't just provide funding. We build meaningful partnerships that help organizations grow their impact and expand their reach."*

Each year, two local charities are selected to receive a one-time $10,000 donation along with continued support from CAA Niagara employees through volunteerism, marketing amplification, fundraising collaboration, and regional awareness initiatives.

As a signature element of the program, CAA Niagara decorates two of its towing vehicles with the branding and colours of the selected charities. These co-branded trucks travel throughout Niagara, helping raise awareness and shine a spotlight on the important work being done across in our communities.

"Seeing our fleet represent the work of our community partners brings our commitment to life," added Wilson. *"Community Boost is about long-term support for organizations that are making a real difference in Niagara."*

In 2025, CAA Niagara welcomed Habitat for Humanity Niagara and Autism Ontario – South Region as recipients. Over the years, Community Boost has partnered with a diverse group of organizations including FACS Foundation Niagara, Toolbox Project Niagara, Big Brothers Big Sisters of Niagara, Wellspring Niagara, Heartland Forest Nature Experience, Pathstone Mental Health Foundation, Gillian's Place, Hospice Niagara, Food4Kids Niagara, FORT Youth Centre, Distress Centre Niagara, and Kristen French Child Advocacy Centre. Together, these partnerships reflect the breadth of impact happening across Niagara, from housing and youth development to mental health, food security, safety, and environmental stewardship.

Applications for the 2026 Community Boost program are now open and will be accepted until April 2, 2026. Eligible Niagara-based non-profits serving areas such as community safety, youth and senior

programming, social services, mental health, accessibility, environmental sustainability and beyond are encouraged to apply.

Interested organizations can learn more and access the application form at: caaniagara.ca/communityboost

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ABOUT CAA NIAGARA

Founded in 1911 as the St. Catharines Automobile Club, CAA Niagara is a not-for-profit membership organization dedicated to serving the Niagara Region. With more than a century of experience, CAA Niagara provides trusted emergency roadside assistance, comprehensive insurance, travel services and Member-exclusive discounts and rewards.

CAA Niagara is also proud to operate AAPEX Driving Academy, helping drivers hit the road with confidence, and Niagara Airbus, offering stress-free transportation solutions.

Driven by a commitment to safety, value, and community impact, CAA Niagara champions initiatives that enhance the quality of life for our Members and the broader community. With a focus on innovation and member engagement, we strive to provide peace of mind and exceptional service, empowering our Members to enjoy life's journey to the fullest.

PHOTO ASSETS

1. Photo of Marrianne Wilson, courtesy of CAA Niagara.
2. Habitat for Humanity Niagara branded Tow Truck at Welland Build Site.
3. Autism Ontario – South Region Summer Camp Staff with Autism ON branded Tow Truck.

High resolution copies available for download HERE.

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