



MEDIA RELEASE

Niagara-on-the-Lake Celebrates Pride Month with Flag Raising and Rainbow Crosswalk & Bench Locations Survey

The Rainbow Crosswalk and Bench Locations survey will be open from June 1 to June 15, 2022

For Immediate Release

June 1, 2022

Happy Pride Month, Niagara-on-the-Lake! In celebration, the Town is proudly flying the Progressive Pride Flag at Town Hall and has launched its Rainbow Crosswalk & Bench Locations Survey to gain public feedback regarding the placement of one rainbow crosswalk and five rainbow benches.

“It is my hope that the 2SLGBTQIA+ community feels safe, welcomed, respected, and celebrated here in Niagara-on-the-Lake,” stated Lord Mayor Betty Disero. “Moving forward with these rainbow initiatives is a step in the right direction of further developing a community that represents inclusion for all.”

The Town is delighted to receive a grant through the My Main Street Community Activator Program to fund resources for the placemaking features on Queen Street, including one rainbow bench (bench and paint) to be installed in the Queen Street area. In addition, benches will be installed in the other four villages.

“The Town strives to be a diverse, inclusive, and welcoming place for all to live and visit,” stated CAO Marnie Cluckie. “The installation of the rainbow crosswalk and benches demonstrates the Town’s support and admiration of the 2SLGBTQIA+ community in Niagara-on-the-Lake and beyond. I would like to thank the DEI Committee for their leadership in diversity, equity, and inclusivity, and for championing this project.”

In alignment with Region of Niagara’s current rainbow crosswalk installations, Niagara-on-the-Lake intends to utilize the same Progressive Pride design to promote continuity of rainbow crosswalks throughout Niagara and support diversity and inclusion for all.

The survey can be found on the Town’s Join the Conversation project page at www.jointheconversationnotl.org/rainbow-crosswalk-benches. The survey questions were developed in consultation with the Town’s Diversity, Equity, and Inclusivity (DEI) Committee, and approved by Council at the Monday, May 30, 2022, Council Meeting.

Additionally, the Town is encouraging community members to show their #NOTLPride by printing and hanging [NOTL Pride Posters](#) throughout Town and encouraging social media users to post a picture of pride colours. Follow the Town’s social media pages for details.

For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).

Media contact:

Marah Minor, Community Engagement and Communications Coordinator
905-468-3266 | communications@notl.com