



MEDIA RELEASE

Niagara-on-the-Lake Celebrates Pride Month with Rainbow Crosswalk Installation

For Immediate Release

May 30, 2023

Happy Pride Month, Niagara-on-the-Lake! In celebration, the Town installed a rainbow crosswalk yesterday evening at the intersection of Niagara Stone Road and Anderson Lane and is proudly flying the Progressive Pride Flag at Town Hall.

At the July 25, 2022, Council Meeting, Town Council approved the locations of one rainbow crosswalk and five rainbow benches in Niagara-on-the-Lake. A public engagement survey, open from June 1 to June 15, 2022, allowed for community feedback about the proposed locations and informed Council's decision.

The Town utilized the same Progressive Pride design as the Niagara Region to promote the continuity of rainbow crosswalks throughout Niagara. The design consists of the traditional rainbow flag with the addition of black, brown, light blue, pink and white stripes. The light blue, pink and white represent trans and non-binary individuals, and the black and brown represent marginalized people of colour. The painting of this crosswalk serves as a visible reminder that all are welcome in Niagara-on-the-Lake.

So far, one rainbow bench has been installed at Centennial Park in Virgil. The other locations where benches will be installed are Mary and King Street (Old Town), Niagara on the Green Park (Glendale), Sparky's Park (St. Davids) and Queenston Firehall (Queenston).

"I am proud to be a part of a Town that is continuously making strides toward being more inclusive," stated Lord Mayor Gary Zalepa. "The intersection of Niagara Stone Road and Anderson Lane is an excellent location for a rainbow crosswalk that will be seen by residents and visitors. It is one of the main entrances into Old Town and close to our beloved community hub that includes the Community Centre, Niagara-on-the-Lake Public Library and Sweets and Swirls Cafe. On behalf of Town Council, thank you to everyone involved in seeing this initiative through to completion."



Fundraising efforts led by the Diversity, Equity and Inclusion (DEI) Committee will help offset the costs of the crosswalk initiative and the installation of the rainbow benches.

"Niagara-on-the-Lake is dedicated to promoting diversity, equity, inclusion, and most importantly, respect for all," stated CAO Marnie Cluckie. "It is important to the Town to foster an equitable and inclusive space where everyone feels a sense of belonging. As such, the Town strives to be mindful and see projects and initiatives through a DEI lens. The crosswalk is a visible way of celebrating, supporting and creating awareness of the 2SLGBTQIA+ community in Niagara-on-the-Lake. Thank you to Town Staff, the DEI Committee, and Council for their efforts and devotion to inclusivity."

The Town of Niagara-on-the-Lake is a community welcoming and accepting of all. The Town encourages community members to show their #NOTLPride by printing and hanging [NOTL Pride Posters](#) throughout Town and encouraging social media users to post pictures of pride colours.

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

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