



MEDIA RELEASE

Niagara-on-the-Lake Launches a Name a Snow Plow Contest

For Immediate Release

December 1, 2023

As the Town prepares for the winter season, Niagara-on-the-Lake invites residents to participate in a creative contest to name its fleet of six snow plows and two sidewalk plows!

"The 'Name a Snow Plow' contest not only adds some fun this time of year but also recognizes the hard work of our local plow drivers," stated Lord Mayor Gary Zalepa. "This contest is a great opportunity to showcase our community's creativity, and I am excited to see what creative names residents submit!"

Residents can submit their name ideas at www.jointheconversationnotl.org/name-a-snow-plow-contest until December 15, 2023. Town Staff will then review the names and put the top 20 names out to be voted on by the public from December 22, 2023, to January 5, 2024. The winning names will be announced, the names will be added to the plows, and the Town will host a name-revealing event with the winners.

"By inviting residents to participate in this creative contest, we hope to enhance the sense of community pride and belonging," stated CAO Marnie Cluckie. "I look forward to seeing the positive engagement that this contest generates. Thank you to Town Staff for organizing this fun contest and for all of their seasonal snow removal efforts, which maintain road and sidewalk conditions to safeguard the community."

In addition to naming the plows, this contest aims to raise awareness about winter operations in Niagara-on-the-Lake. Residents are encouraged to visit the Town's website to learn more about winter operations, how they can stay safe during the winter season, and how to use the Town's Snow Plow Tracker, an interactive map designed to keep community members informed about the Town's winter response activity.

For more information about winter operations and to use the Town's Snow Plow Tracker, please visit <https://www.notl.com/town-services/roads-infrastructure/snow-procedures>.

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