



NEWS RELEASE

A Little Tree with a Big Heart: Tommy's Holiday Mission

For Immediate Release

November 22, 2024

This holiday season, a small tree with a big story has captured the attention of many. The Town of Niagara-on-the-Lake has heard your feedback, and we're committed to making this year's holiday celebrations brighter than ever. Together with our community partners, including the General Nelles Branch of the Royal Canadian Legion and the NOTL Chamber of Commerce, we'll ensure this story becomes a positive reflection of community spirit.

The General Nelles Branch of the Royal Canadian Legion intentionally selects a smaller tree for this location to respectfully symbolize the tree used in the trenches during World War I, when adversaries paused to recognize Christmas together. The Town deeply respects the sacred space surrounding the Cenotaph and the profound honour it represents to those who have served. We remain committed to thoughtful planning for future displays, taking the community's feedback into consideration as we plan future holiday celebrations in Niagara-on-the-Lake.

In the meantime, we can't let the little tree, now affectionately named **Tommy**, feel left out! Tommy may be small, but we believe his impact can be mighty, and we're inviting the entire community to join in spreading some holiday cheer.

We're launching "**Tommy's Holiday Gift Drive**" to transform this story into one of generosity and kindness. While gifts can't be placed directly at Tommy's location out of respect for the Cenotaph and due to space and safety concerns, we invite you to drop off new, unwrapped children's gifts during operating hours at the following locations:

- **Town Hall** (1593 Four Mile Creek Road)
- **General Nelles Branch of the Royal Canadian Legion** (410 King Street)
- **NOTL Chamber of Commerce** (26 Queen Street)
- **NOTL Community Centre** (14 Anderson Lane)
- **NOTL Public Library** (10 Anderson Lane)
- **NOTL Museum** (43 Castlereagh Street)



Gifts will be collected up until December 5, 2024, and will be gathered together for a special photo under Tommy, showing how this little tree brought out the best in our community. Once the photo is taken, these gifts will be distributed to families in need through our amazing partners at Newark Neighbours and the Niagara Regional Native Centre.

A sign will be placed near Tommy to inform passersby of his mighty mission!

Help us show that even the smallest things can spark the biggest acts of kindness. Tommy may be small, but with your help, his story will grow into one of community generosity and holiday spirit.

If you have questions about this initiative, please contact communications@notl.com or call 905-468-3266.

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