



PRESS RELEASE

Winter Picton Street East Event Supports Red Roof Retreat

FOR IMMEDIATE RELEASE Niagara-on-the-Lake, ON – December 13, 2017 –

Niagara's Finest Hotels ([Harbour House Hotel](#), [The Charles Hotel](#), and [Shaw Club Hotel](#)) is proud to announce the 1st Annual Winter Picton Street East, an event benefitting Red Roof Retreat. The event will be happening every Sunday-Thursday between January 8-31st, 2017 starting at 6pm on Picton Street in Niagara-on-the-Lake.

The East end of Picton Street in Niagara-on-the-Lake is quickly becoming a culinary destination for tourists and locals alike so this event showcases the great restaurants and various cuisines offered in the area. The event features a dine around concept where guests are able to sample dishes from Masaki Sushi, Niagara's Finest Thai and Zees Grill. Picton Street East is your passport to dining!

On Monday January 8th there will be a launch party at Zees Grill and the Shaw Club Hotel to kick things off including a cash bar with canapés and guests can also enjoy some live entertainment and music from Tim Atherton of the Athertones. Tickets to the event are \$35.00 per person with \$5.00 from each ticket sold being donated to Red Roof Retreat. To purchase tickets and support this important cause, please contact The Shaw Club Hotel at 905-468-5715.

Red Roof Retreat provides quality recreational, educational and respite services to children, youth and young adults with special needs and their families. Steffanie Bjorgan has been a leader in the Niagara Region in the quest for achieving an appropriate lifestyle for people with special needs. After five years of teaching, Steffanie Bjorgan's second son was born with Cerebral Palsy. Steffanie and her husband Moe quickly discovered that, with love and boundless energy, much can be done to support and enhance the lives of people with special needs. They established Red Roof Retreat as a place for children to learn and grow in a fun, and nurturing environment.

"The money," says Steffanie Bjorgan, who started Red Roof Retreat a decade ago with her husband Moe, "helps offset operating costs, and purchase needs for the riding barn. We are so grateful to Niagara's Finest Hotels for their continued support of Red Roof Retreat."

For more information about Red Roof Retreat, please visit <http://www.redroofretreat.com/>

About Niagara's Finest Hotels

[Niagara's Finest Hotels](#) is a collection of small boutique luxury hotels including – Charles Hotel, Harbour House Hotel and Shaw Club Hotel; Two 4-Diamond Restaurants – Charles Restaurant and Zees Grill; located in Niagara-on-the-Lake, Ontario. For more information: www.niagarasfinest.com

###



PRESS RELEASE

MEDIA CONTACTS:

Danielle Piraino

Marketing Coordinator

Lais Hotel Properties Limited

905-468-1362 ext. 8464

d.piraino@vintage-hotels.com

April Brunet

V.P. Sales and Marketing

Lais Hotel Properties Limited

905-468-1362 ext. 8349

a.brunet@vintage-hotels.com