

Destination Niagara USA awarded \$1.2 million CARES Act Grant for outdoor promotion

In March, the federal government awarded \$1.2 million in Coronavirus Aid, Relief, and Economic Security (CARES) Act funding to help the Lake Ontario fishing charter industry to recover from losses suffered through the loss of business and shut-downs due to COVID-19.

The funds are being managed through Destination Niagara USA, in partnership with Outdoor Sportsman Group (OSG), the Lake Ontario Charter Boat Association, the Lake Ontario

Sportfishing Promotion Council and the New York Department of Environmental Conservation.

A press release noted, "These funds will allow Destination Niagara USA to market world-class sportfishing opportunities offered through the charter industry on Lake Ontario.

Through media outlets under the umbrella of the OSG, local captains will be featured on In-Fishermen television segments, commercials on the Outdoor Channel, Sportsman Channel,

World Fishing Network, Bigwater Adventures with Mark Davis, in addition to advertorial content and articles in seven different outdoor publications. Additional digital and social media will enhance the promotion of fishing captains on Lake Ontario.

"The Niagara River and Lake Ontario have some of the best sport fishing in the country, and this additional funding will assist in furthering our reach and promoting the destination to a wider audience," said Frank Campbell,

outdoor promotions director at Destination Niagara USA.

OSG will be promoting the charter industry along the New York shorelines of Lake Ontario from the Niagara River to the St. Lawrence River and all ports in between.

"Outdoor adventure, specifically fishing, is a year-round economic driver for Niagara Falls, USA. This CARES Act Grant will be instrumental in helping us to promote the destination beyond Niagara Falls and into other parts

of Niagara County," said John Percy, president and CEO of Destination Niagara USA.

In 2022, efforts by Destination Niagara USA resulted in 136 outdoor media hits, totaling 12,867,343 impressions.

The mission of Destination Niagara USA is to expand the economic prosperity of the Niagara Falls USA communities by generating individual and group visitation. For more information, visit www.niagarafallsusa.com.

Doctor to be available in HART's newly established Dr. Joyce E. Sirianni Education Center

Armaghan Raeour, D.O., from Niagara Falls Memorial Medical Center, will be available from 1-3 p.m. Tuesday, Aug. 1, in the Dr. Joyce E. Sirianni Education Center. Raeour will be on hand to answer questions regarding health challenges, medications and other health-related issues.

The center is open from 1-3 p.m. Tuesdays and Thursdays and offers information regarding

health issues facing the aging population. The site, located in the HART office at 505 Cayuga St., Lewiston, is free and open to the public.

HART is a referral service that

connects seniors and others with qualified care, allowing them to remain independent in their own homes. HART has been serving individuals and families in Niagara County and portions of Erie

County for over 40 years. For more information, call 716-754-8313 or visit www.hartprogram.org.

Unique, vacation-themed evening of prayer at Stella Niagara's Center of Renewal

Aug. 7 is the deadline to sign up for the Aug. 21 "Vacations To Enjoy: Discovering God's Love of Life" seasonal "Evening of Prayer Series" mini-retreat at the Center of Renewal Retreat & Conference Center at Stella Niagara.

A press release stated, "Explore the spiritual benefits of taking time to refresh, renew and rejuvenate. Learn simple strategies for meaningfully including God in your vacation plans. Even though the

term 'vacation' is not included in the Bible, consider various scriptural references to taking time from our work, setting aside time for meaningful rest, making retreats. The evening will include a pleasant dinner with special décor, group activities, songs, prayers, private reflection, and relevant discussions facilitated by Dr. Nancy P. Askins, executive director, Center of Renewal at Stella Niagara."

Retreat participants are each

asked to bring a special item from home reminiscent of a vacation they have taken in the past, or something characteristic of a place they would like to visit - whether they ever do or not. These items will be displayed on a common table for a special discussion, and participants will take your own item home at the end of the retreat.

Preregistrations are required to ensure adequate meals, seating

and materials. Call 716-754-7376, ext. 1. Reservations after Aug. 7 will be subject to availability, so call first to confirm space.

The Center of Renewal Retreat

& Conference Center at Stella Niagara operates as an interfaith retreat facility. For more information, visit www.stellaniagararetreats.org.

Air Base concert to celebrate 75th anniversary of Air Force Reserve

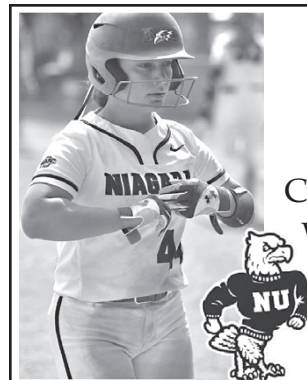
The 914th Air Refueling Wing is scheduled to host a free concert from 5:30-7 p.m. Aug. 24. The free event will be open to the public; however, seating is limited and only those with tickets will be allowed access. For ticketing information, go to NiagaraFSS.com.

"This year, we are celebrating the 75th anniversary of the Air Force Reserve and, while this event gives us the opportunity to publicly recog-

nize this major milestone, we would also like to salute the entire Western New York military community, past and present," said Col. Joseph Contino, 914 ARW commander.

A press release noted, "The United States Air Force Heritage of America Band is proud to present Rhythm in Blue, the unit's dynamic jazz ensemble. This stellar group presents exciting and uplifting music to inspire patriotism and tell the Air Force story."

For more information, follow @914arw on Facebook and Instagram.



Niagara University's own **Sophia Marrero** will be representing a USA softball team going to Havana, Cuba in the Copa Tournament and will be playing against the Cuba National Team this August 1-6. We wish her the best. **Go Purple Eagles!**

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