



April 29, 2019

FOR IMMEDIATE RELEASE

Second Dance Bridal is Niagara's Latest Certified Living Wage Employer

The Niagara Poverty Reduction Network is pleased to announce that [Second Dance Bridal](#) has become a certified living wage employer.

Second Dance Bridal is a consignment bridal boutique located in downtown St. Catharines. They offer a full selection of current, pre-owned designer gowns and new dresses for brides and bridesmaids. Owner Jennifer Newman, disheartened by the expense and often times significant wastefulness involved in a wedding, had a vision to create a sustainable bridal wear experience. She decided that those stunning bridal gowns, once relegated to boxes and closets, never to be seen –much less worn– again would have a second chance to shine. Opened since 2015, they currently employ six part time staff.

"The number of certified living wage employers in Niagara continues to grow," says Melenie Neamtz, Vice Chair of the Niagara Poverty Reduction Network. "We are very pleased to see so many local employers who understand the value and benefits of paying at least a living wage."

A living wage reflects what earners need to be paid based on the actual costs of living and being included in the community. A living wage is not the same as the legislated minimum wage. It is a voluntary commitment that employers can make to compensate directly-employed and contract-employed full-time and part-time workers. The 2018 living wage for Niagara region has been calculated to be \$17.99/hour. If an employer's total compensation package includes benefits such as dental and prescription drugs, the living wage can be lowered by about \$1.50/hour. Learn more about Niagara's living wage at www.wipeoutpoverty.ca

Niagara-area employers who are interested in becoming Living Wage certified can contact the Ontario Living Wage Network for more information at <http://www.ontariolivingwage.ca/>

- 30 -

The Niagara Poverty Reduction Network is a collective of over 30 agencies and individuals working to wipe out poverty in Niagara through education, collaboration, and advocacy to address poverty's root causes.

Media Contacts:

Melenie Neamtz, Vice Chair, Niagara Poverty Reduction Network
Phone: 289-690-4317
E-mail: mneamtz@yahoo.com