



MEDIA KIT – SafeSleep Niagara Initiative

Organization: Niagara Shelter Alliance (NSA)

Contact: Samer Al-Salahi | Communications Lead| info@nsacanada.ca

Date: November 2025

Location: Niagara Falls, Ontario

Tagline: Innovative Winter Protection for homeless residents

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

SafeSleep Niagara to unveil compact solar-powered sleeping pods for Homeless

WHAT: Media are invited to the launch of SafeSleep Niagara's small, portable sleeping pods — a new solution to help unsheltered individuals stay warm during Niagara's harsh winter. Each pod is approximately 2 m long, 1 m wide and 1.6 m high, designed for one person only.

WHEN: Tuesday, Nov. 4, 2025 | 10 a.m. – 11 a.m.

WHERE: Wyndham Hotel, Falls view Blvd, Niagara Falls, Ont.

WHO: Niagara Shelter Alliance (NSA) in partnership with the Niagara Assertive Street Outreach (NASO) Team and Built for Zero Canada.

WHY: More than 1,100 people in Niagara Falls experience homelessness each year. This project offers a low-cost, eco-friendly shelter solution to save lives and connect individuals with support services.

Interview Op: Marie Morrison, Director of Built for Zero Canada.

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A Prototype of SafeSleep Niagara pod, used for winter emergency shelter

The photo was created by AI

SafeSleep Niagara's winter pod model - sleeping pod prototype

NEWS RELEASE

SafeSleep Niagara launches solar-powered pods to protect unsheltered residents

Compact white pods blend with winter landscape and offer warmth and safety

NIAGARA FALLS, Ont., Nov. 4, 2025 —

The Niagara Shelter Alliance (NSA) today unveiled the SafeSleep Niagara program, introducing solar-powered sleeping pods for homeless residents during the winter season. Each unit is insulated, portable, and built from recycled materials to accommodate a single individual overnight.

“These pods represent compassion backed by innovation,” said Marie Morrison, Director of Built for Zero Canada. “They are a simple yet powerful way to keep people safe, warm, and connected to vital community supports.”

The white pods will be placed in approved, well-lit areas such as parks and transit stations from November through March. Night-patrol teams from NSA and the Niagara Assertive Street Outreach (NASO) program, in coordination with Niagara police, will monitor usage and assist occupants.

For more information: niagarashelteralliance.ca/safesleep

Media Contact: info@nsacanada.ca

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Sources:

- 1. Built for Zero Canada. “Our Mission.” <https://bfzcanada.ca>**
- 2. Canadian Alliance to End Homelessness. <https://caeh.ca>**
- 3. Niagara Region. “Homelessness Services Data 2024.” <https://www.niagararegion.ca/housing-homelessness/planning-research/niagara-counts-results.aspx>**

FACT SHEET

SafeSleep Niagara

Purpose	Provide temporary overnight shelter during freezing temperatures.
Estimated need	1,100 + homeless individuals in Niagara Falls.
Dimensions	2 m (L) × 1 m (W) × 1.6 m (H).
Capacity	One person per unit.
Material	Recycled wood + light steel panels.
Power source	Solar panels + battery backup.
Sensors	Heat, airflow, and emergency alerts.
Color & design	White finish — aesthetic and blends with winter environment.
Mobility	Portable; easily relocated to safe visible areas.
Maintenance	Night patrols with NSA, NASO & local police.
Season of operation	November – March.
Approx. cost	\$1,800 CAD per unit.
Goal	Zero cold-related deaths in Niagara by 2026.

BIOGRAPHY

Marie Morrison – Director, Built for Zero Canada

Marie Morrison is the Director of Built for Zero Canada, a national initiative powered by the Canadian Alliance to End Homelessness. She leads community-driven, data-based strategies that help municipalities end chronic and veteran homelessness.

With extensive experience in housing systems and community leadership, Morrison has supported dozens of regions across Canada in developing coordinated homelessness responses. She is a key partner in the SafeSleep Niagara initiative, ensuring innovation leads to measurable impact.

Photos & Captions



Homeless individual in Niagara – illustrating the problem Safe Sleep aims to solve.



Street scenes in winter — showing difficult condition of the streets in winter