

**FOR IMMEDIATE RELEASE**

**March 23, 2022**

## **NEW NAME, SAME SERVICE TO DISTRICT'S MOST VULNERABLE**

**North Bay, ON:** The District of Nipissing Social Services Administration Board (DNSSAB) has chosen a new name for the collection of services offered at 590 Chippewa Street. Going forward, what was formerly known as Gateway Campus is now Northern Pines.

Staff from DNSSAB and the campus operator, Crisis Centre North Bay, worked together to come up with a name that was unique to the area, while reflecting the physical location of the site.

*Gateway Housing Cooperative* is an organization that already exists in North Bay and the similarity between names was causing confusion in the community.

Staff have determined that the name Northern Pines is unique enough to prevent any confusion or pose additional barriers to people who need the services provided at the campus,"" says Board Chair Mark King.

Northern Pines is a collection of housing services that address the needs of vulnerable homeless individuals in the District.

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