

Hamilton Night Guides Pilot Project

Overview

Tourism Hamilton is launching a street-based visitor outreach pilot during JUNO Week to provide a friendly presence downtown, support a safer night-time environment, and help visitors enjoy the city and the JUNOS.



Who They Are

The Hamilton Night Guides are trained, paid staff from local non-profit **Good Shepherd**. They have experience in community outreach, mental health, addictions, conflict resolution, and first aid.

What They Do

Night Guides help locals and visitors have a safe and enjoyable night out. They carry maps, water, snacks, phone chargers, naloxone, and first aid supplies. They can give directions, answer questions, make nightlife recommendations, and help people get home safely while promoting respectful night-time behaviour.

How They Can Support Your Establishment

Night Guides can assist with:

- Promoting consent culture
- Supporting intoxicated or vulnerable individuals
- De-escalating situations through early intervention

Note: They supplement—but do not replace—emergency services.

When They're Available

A team of six Night Guides will patrol **9 PM to 4 AM, Thursday, March 26 to Sunday, March 29** during JUNO Week.

Where They'll Be

Starting from the **Lister Block (28 James St N)**, Night Guides will walk the **downtown core** focusing on JUNO venues, nightlife areas, transit hubs, and late-night spots—including James St N, Augusta, King St, and Hess Village.

How to Spot or Contact Them

Night Guides will be wearing bright, branded uniforms: **blue safety vests, purple hoodies, neon pink and green toques.** A direct phone number will be provided for establishments needing assistance.



For More Information:

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