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**Media Release  
For Immediate Release**

## **Operation Red Nose a Safe Ride Home for 4,450 Manitobans**

*Winnipeg, January 9, 2018.* For 23 years running, Operation Red Nose has helped to get Manitobans – and their vehicles – home safely for the holidays.

“Year after year, Operation Red Nose demonstrates its value to our communities in a number of ways,” says Judy Murphy, President and CEO. “The service, through generous donations from our riders and sponsors, helps support youth sports in our province while also putting the spotlight on the issue of impaired driving – an issue that Manitoba is increasingly invested in.”

Operation Red Nose (ORN) is a free, volunteer-run designated driver service that operates during the holiday season. When someone calls ORN, a three-person volunteer driving team picks them and their guests up and drives them home safely – in their own vehicle! Donations are gratefully accepted and support a variety of Manitoba organizations.

Manitoba Public Insurance (MPI) has a long and successful history as the founding sponsor of ORN. As a road safety leader in Manitoba, MPI is committed to reducing alcohol and drug related collisions, deaths and injuries.

“Operation Red Nose remains an important volunteer service that keeps our streets and highways safe over the holiday season,” said Ward Keith, vice-president, Business Development & Communications and CAO, Manitoba Public Insurance.

“The fact that nearly 4,500 Manitobans made the right decision to call ORN for a safe ride home rather than risk driving when impaired by alcohol or drugs, is a positive step in changing the traffic safety culture in Manitoba; a culture in which all road users take personal responsibility for keeping our roads and each other safe.”

During the 2017 holiday season, 2,489 volunteers gave 4,449 rides in ten communities across Manitoba, raising nearly \$95,485 for a variety of organizations in the province.



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“When we work together as a community to make eliminating impaired driving a priority, we are creating safer roads for everyone this holiday season,” says Murphy. “Even though Operation Red Nose only runs during the holidays, there are always other alternatives. Take a cab, a bus, designate a sober driver or plan to stay at a friend’s house or hotel. Don’t drink and drive.”

Thank you to all of the corporate sponsors who help to make ORN a success every year. Thank you to Manitoba Public Insurance, Bell MTS, Manitoba Liquor & Lotteries, Intact Insurance, City Press and Great-West Life for your generous support!

For more information about the program, please visit [rednosemb.ca](http://rednosemb.ca)

- 30 -

**For media interviews, please contact:** Anita Zubricki, Director of Marketing, Safety Services Manitoba, 204.631.1302



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## Operation Red Nose 2017 Final Numbers

<b>Total Rides by Community</b>	<b>2017</b>	<b>2016</b>
Brandon	401	351
Flin Flon	273	284
Gimli	231	147
La Broquerie/Steinbach	342	302
Portage la Prairie	593	497
Selkirk	189	153
Shilo	136	96
The Pas	382	426
Thompson	380	313
Winnipeg	1,522	1,567
<b>Total Manitoba</b>	<b>4,449</b>	<b>4,136</b>

<b>Total Volunteers by Community</b>	<b>2017</b>	<b>2016</b>
Brandon	178	176
Flin Flon	148	146
Gimli	152	119
La Broquerie/Steinbach	219	228
Portage la Prairie	380	283
Selkirk	128	126
Shilo	101	107
The Pas	160	172
Thompson	200	185
Winnipeg	823	872
<b>Total Manitoba</b>	<b>2,489</b>	<b>2,414</b>

<b>Total Donations by Community</b>	<b>2017</b>	<b>2016</b>
Brandon	\$5,251.19	\$4,127.50
Flin Flon	\$4,353.55	\$4,863.30
Gimli	\$4,925.40	\$2,835.55
La Broquerie/Steinbach	\$7,975.05	\$5,916.10
Portage la Prairie	\$13,498.05	\$11,233.30
Selkirk	\$5,282.75	\$3,947.31
Shilo	\$1,216.75	\$847.05
The Pas	\$6,266.75	\$7,310.10
Thompson	\$9,364.50	\$6,771.70
Winnipeg	\$37,349.62	\$38,176.45
<b>Total Manitoba</b>	<b>\$95,483.61</b>	<b>\$86,028.36</b>