



## PRESS RELEASE

For immediate release

More than a 800 safe rides completed in Ontario

### **Operation Red Nose: a fun night of volunteering during the holidays**

**Quebec City, December 4th 2017** – The second weekend of the Operation Red Nose campaign just ended in Ontario, and since November 24<sup>th</sup>, 2017, 732 devoted volunteers have offered 879 rides. Proud of the population's response in the 6 communities where the safe ride service is offered, Operation Red Nose invites citizens to get involved in the weeks to come by offering motorists an additional way to get home safe. Whether it's for one evening or for 10, for two hours or for the whole night, Operation Red Nose always delivers a fun experience, and volunteers' contributions are always welcome to improve road safety during the holiday season.

#### **Holiday season is here**

The upcoming weeks will be a period of high demand for the road safety campaign. As a service provided for the community, by the community, Operation Red nose counts on numerous volunteers to provide safe rides to Canadian motorists during the holidays. For those who would like to volunteer on the road or at a local headquarters, volunteer application forms are available at [OperationRedNose.com](http://OperationRedNose.com).

As for the motorists, again this year, they will be able to use Operation Red Nose's mobile application to plan for a safe ride home. Available in both official languages, the mobile application allows one to quickly get the phone number as well as the dates and hours of operation of the closest host organization.

In addition to promoting safe driving in a non-judgemental manner across the country, Operation Red Nose is also a fundraising campaign for non-profit youth and/or amateur sports organizations. Each year in Canada, organizations raise \$1,500,000 through donations received from the users of its service.

#### **About Operation Red Nose**

Operation Red Nose is a non-profit organization with a mission to encourage responsible behaviour with regard to impaired driving in a non-judgmental manner, by enabling communities to provide a free and confidential chauffeur service to their members. The money it raises is redistributed to local organizations dedicated to youth and amateur sports, and invested in responsible drinking and road safety awareness campaigns.

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