



**PRESS RELEASE**  
For immediate release

22<sup>nd</sup> annual Operation Red Nose campaign in British-Columbia  
**For a safe ride home from November 24<sup>th</sup> to December 31<sup>st</sup>**

**Maple Ridge, November 9<sup>th</sup>, 2017** – Operation Red Nose launches its 34<sup>th</sup> annual campaign, from coast to coast, while more than 55,000 volunteers are getting ready to take part in Canada's largest safe ride home service. From November 24<sup>th</sup> to December 31<sup>st</sup>, Operation Red Nose will be available in 101 Canadian communities, 11 of which are located in British Columbia, offering motorists an additional way to get home safe. Supported by its provincial partner, ICBC, Operation Red Nose will provide its popular safe ride service combining fun and memorable anecdotes.

At the eve of its 35<sup>th</sup> anniversary, Operation Red Nose launches its campaign under the theme "Your safe ride home", which reminds everyone that its safe ride service constitutes a great choice for a safe ride home during the holiday season. Whether British Columbians take part as volunteers or clients, everyone involved helps improve road safety in their community while taking part in a unique experience.

**A service for the community, by the community : a winning combination!**

Since the very first night of operation on December 13<sup>th</sup>, 1984, Operation Red Nose has reached some important milestones. From the impressive number of kilometers driven to the 2.1 million rides provided by 1.2 million volunteers, the stocktaking of Operation Red Nose's activities reveals an ever renewed willingness to contribute to the road safety of a hundred communities across the country. "Operation Red Nose comes to life every year through the exceptional contribution of thousands of individuals, says its Founding President, Mr. Jean-Marie De Koninck. Our incredible volunteers, thousands of responsible motorists, hardworking local host organizations and our numerous partners all come together in a collective effort to help improve road safety across Canada. This makes us very proud."

**ICBC: a key Operation Red Nose partner in B.C.**

"For more than 20 years, ICBC has been a proud partner of Operation Red Nose since it began in B.C. because programs like this help to make our communities and roads safer," said Aileen Shibata, ICBC road safety program manager. "There's no excuse to drink and drive. So this holiday season, if your festivities involve alcohol, please make sure you plan ahead for a safe ride home." ICBC supports Operation Red Nose by providing auto insurance, creating promotional materials for the campaign, and encouraging employees to volunteer for the program in their communities.

**Important technological support to volunteers and service users**

Again this year, motorists in B.C. will be able to use Operation Red Nose's mobile application to plan for a safe ride home during the holiday season. 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 Operation Red Nose host organization. One can also program an alert reminding them it's time to call for a safe ride home. As for those interested in joining the large family of volunteers, they can fill out a volunteer application form available at [OperationRedNose.com](http://OperationRedNose.com).

**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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