



PRESS RELEASE
For immediate release

21st campaign in New Brunswick

The smart choice for a safe ride home: Operation Red Nose

Shippagan, November 18th, 2011 - Operation Red Nose is gearing up with the help of dedicated volunteers to make the road safer in New Brunswick this holiday season. From December 2nd to December 31st, 2011, the red vested volunteers will be on the road to help people who feel unfit to drive to get back home safely in their own car.

During this 21st campaign in New Brunswick, the Operation Red Nose volunteers, headquartered in communities across the province, will be taking calls from partygoers with one goal in mind: to make roads and highways safer for everyone. Again this year, *Alcool NB Liquor* is supporting the program with an in-store campaign to promote the service.

By the community, for the community

The Operation Red Nose service is entirely provided by volunteers and donations are always accepted. "One hundred percent of the client donations are given to local non-profit organizations that support youth and/or amateur sports. Every year, more than \$1,300,000 is returned to these organizations across Canada," declares Jean-Marie De Koninck, Founding President of Operation Red Nose.

Volunteers: the heart and soul of Operation Red Nose

The Operation Red Nose service is based on the participation of numerous volunteers devoted to their communities. Last year, more than 2,019 volunteers in New Brunswick came out to enjoy a fun evening driving people home safely. People brought along their coworkers, friends and family. With the 2011 campaign just around the corner, anyone interested in volunteering with us can visit OperationRedNose.com to download an application form.

Follow us on Twitter

New this year is the presence of Operation Red Nose on Twitter (*@ORNose*). In Quebec, Operation Red Nose is a strong player in social media. In order to connect with its English-speaking volunteers, clients, partners and local host organizations, Operation Red Nose is now "tweeting" in English with less than 140 characters to provide real-time information on its service and activities.

Operation Red Nose in New Brunswick

Operation Red Nose is hosted locally by a non-profit organization that plans, with the help of the National office in Quebec City, the safe ride home service in its community. Any youth or amateur sports organization that is looking for an original way to raise funds and that is interested in hosting our road safety campaign in its community may visit our website at OperationRedNose.com to find out more.

Operation Red Nose in 2011: The largest territory covered ever

Founded in 1984 by Jean-Marie De Koninck, Operation Red Nose is a national road safety campaign against impaired driving. This year is the largest Operation Red Nose campaign to date, with the service available in 111 host communities, from coast to coast, in eight Canadian provinces. Last year, 55,174 volunteers provided 81,022 rides in communities across Canada.

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For more information, or to schedule an interview, please contact:

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