



PRESS RELEASE
For immediate release

The smart choice for a safe ride home
Operation Red Nose volunteers are back on the road

Quebec City, December 6th, 2011 – Starting last Friday, and until December 31st, some 55,000 Canadian Operation Red Nose volunteers will be driving on roads and highways across the country in order to keep them safe during the holiday season. This year, in addition to the usual options of having a designated driver, taking a cab, or using public transit, motorists of Saint John, Oromocto-Burton and Acadian Peninsula can also count on the services of Operation Red Nose to get themselves and their vehicles home safely after a night of celebrating.

STATISTICS FOR THE FIRST WEEKEND (RIDES)			
NEW BRUNSWICK			
REGION	RIDES		TOTAL
	02 Dec	03 Dec	
Oromocto-Burton	11	21	32
Péninsule Acadienne	78	118	196
Saint John	15	25	40
Total	104	164	268

In addition to promoting safe driving in a non-judgemental manner across the country, Operation Red Nose is also a fundraising campaign for 111 hundred non-profit youth and/or amateur sports organizations. Each year in Canada, organizations raise \$1,300,000 through donations received from the users of the Operation Red Nose service.

Operation Red Nose, more accessible than ever

In addition to its recent arrival on Twitter (@ORNose), Operation Red Nose has launched a new website with a « geolocal » feature allowing web users to more easily access information on the Operation Red Nose location closest to them. Official Red Nose posters also bear a QR Code which, when scanned with a smartphone, will bring the user directly to the Operation Red Nose website. Now, more than ever, information concerning Operation Red Nose is literally just a few clicks away.

Volunteers, at the heart of Operation Red Nose

Operation Red Nose counts on its numerous volunteers to provide safe rides to Canadian motorists during the month of December. Whether it is for one evening or for ten, for a couple of hours or for an entire night, it's important to mention that Red Nose volunteers can choose the duration of their participation, whether they choose to volunteer on the road or at the local headquarters. Volunteer application forms are available at OperationRedNose.com.

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