



**PRESS RELEASE**  
For immediate release

**1,374 British-Columbians made a “Smart choice for a safe ride home”**

Quebec City, December 6th, 2011 – More than ever, the Operation Red Nose volunteers are driving on roads and highways across the country in order to keep them safe during the holiday season. This year, motorists of 12 BC communities can call 1-877-604-NOSE for the friendly volunteers of Operation Red Nose to get themselves and their vehicles home safely. Last weekend in BC, 1,374 motorists made a “smart choice of a safe ride home”.

<b>SECOND WEEKEND STATISTICS (RIDES)</b>			
<b>BRITISH COLUMBIA</b>			
<b>REGION</b>	<b>RIDES</b>		<b>TOTAL</b>
	02 Dec	03 Dec	
Abbotsford / Mission	57	89	146
Chilliwack	53	71	124
Comox Valley	6	17	23
Delta / Richmond	48	48	96
Kamloops	93	124	217
Langley-Surrey	96	130	226
Nanaimo	55	64	119
North Shore	25	29	54
Prince George	54	90	144
Ridge-Meadows	33	62	95
Tri-Cities	43	46	89
Williams Lake	18	23	41
<b>Total</b>	<b>581</b>	<b>793</b>	<b>1374</b>

In addition to promoting safe driving in a non-judgemental manner across Canada, Operation Red Nose is also a fundraising campaign for 111 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.

**TELUS, official cell phone provider for Operation Red Nose in BC**

With so many volunteers on BC roads every weekend, the Operation Red Nose headquarters can count on TELUS to stay in touch with their teams. In BC alone, TELUS activates over 200 cell phone lines so that ORN navigators can easily reach their local headquarters when needed. In addition, TELUS provides help with the provincial 1-877-604-NOSE number.

"TELUS has been a long-time supporter of Operation Red Nose and we applaud their continued effort to provide another alternative to B.C. residents in traveling safely and responsibly after a night of festivities," said Jill Schnarr, TELUS vice-president of Community Affairs. "By utilizing TELUS services, Operation Red Nose volunteers will be able to communicate more effectively and efficiently with each other and provide the public with even greater accessibility. On behalf of TELUS, we wish everyone happy holidays and safe rides home."

**OperationRedNose.com on your smartphone**

Operation Red Nose has launched a new mobile website with a geolocation feature. Smartphone users can type OperationRedNose.com in their browser to get the phone number and the dates of operation from the Operation Red Nose location closest to them.

**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, Red Nose volunteers can choose the duration of their participation, whether they choose to volunteer on the road or at the local headquarters. It's never too late to fill a volunteer application form and they are available at OperationRedNose.com.

Information:

**David Latouche**

National Communications Coordinator, Operation Red Nose

Office : 1-800-463-7222

Cell phone : 418-998-3151

dlatouche@operationnezrouge.com