



PRESS RELEASE
For immediate release

371 motorists made a “Smart choice for a safe ride home” in NB

Quebec City, December 12th, 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 Saint John, Oromocto-Burton and Acadian Peninsula can call for the friendly volunteers of Operation Red Nose to get themselves and their vehicles home safely. Last weekend in New Brunswick, 371 motorists made a “smart choice of a safe ride home”.

RIDES			
NEW BRUNSWICK			
REGION	RIDES		TOTAL
	09 Dec	10 Dec	
Oromocto-Burton	34	39	73
Péninsule Acadienne	117	137	254
Saint John	32	12	44
Total	183	188	371

In addition to promoting safe driving in a non-judgemental manner across the country, 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.

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 out the volunteer application form which is available at OperationRedNose.com.

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