



**PRESS RELEASE**  
For immediate release

*The smart choice for a safe ride home*

**Operation Red Nose running in 111 Canadian communities**

**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 Lethbridge, Fort Saskatchewan and Cold Lake can call for the friendly volunteers of Operation Red Nose to get themselves and their vehicles home safely. Last weekend in Alberta, 463 motorists made this “smart choice of a safe ride home”.

RIDES				
ALBERTA				
REGION	RIDES			TOTAL
	08 Dec	09 Dec	10 Dec	
Fort Saskatchewan	-	7	7	14
Lethbridge	39	170	193	402
Cold Lake	-	15	32	47
<b>Total</b>	<b>39</b>	<b>192</b>	<b>232</b>	<b>463</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.

**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.

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