



PRESS RELEASE
For immediate release

27th annual Operation Red Nose campaign in New-Brunswick
For a safe ride home from November 24th to December 31st

Edmundston, November 8th, 2017 – Operation Red Nose launches its 34th annual campaign, from coast to coast, while more than 55,000 volunteers are getting ready to take part in Canada's largest safe ride home service. From November 24th to December 31st, Operation Red Nose will be available in 101 Canadian communities, 4 of which are located in New-Brunswick, offering motorists an additional way to get home safe. Supported by its provincial partner, UNI Insurance, Operation Red Nose will provide its popular safe ride service combining fun and memorable anecdotes.

At the eve of its 35th anniversary, Operation Red Nose launches its campaign under the theme "Your safe ride home", which reminds everyone that its safe ride service constitutes a great choice for a safe ride home during the holiday season. Whether New-Brunswickers take part as volunteers or clients, everyone involved helps improve road safety in their community while taking part in a unique experience.

A service for the community, by the community : a winning combination!

Since the very first night of operation on December 13th, 1984, Operation Red Nose has reached some important milestones. From the impressive number of kilometers driven to the 2.1 million rides provided by 1.2 million volunteers, the stocktaking of Operation Red Nose's activities reveals an ever renewed willingness to contribute to the road safety of a hundred communities across the country. "Operation Red Nose comes to life every year through the exceptional contribution of thousands of individuals, says its Founding President, Mr. Jean-Marie De Koninck. Our incredible volunteers, thousands of responsible motorists, hardworking local host organizations and our numerous partners all come together in a collective effort to help improve road safety across Canada. This makes us very proud."

UNI Financial Cooperation and Operation Red Nose : a natural and beneficial partnership

"At UNI Financial Cooperation, we place great importance on mutual aid", stated Robert Moreau, chief executive officer of UNI. Our values are also closely aligned to those of Operation Red Nose, whose volunteers provide people a safe ride home during the holiday season. Beyond our financial contribution, I sincerely believe that this partnership is a joint effort that benefits our communities."

Important technological support to volunteers and service users

Again this year, motorists in New-Brunswick will be able to use Operation Red Nose's mobile application to plan for a safe ride home during the holiday season. Available in both official languages, the mobile application allows one to quickly get the phone number as well as the dates and hours of operation of the closest Operation Red Nose host organization. One can also program an alert reminding them it's time to call for a safe ride home. As for those interested in joining the large family of volunteers, they can fill out a volunteer application form available at OperationRedNose.com.

About Operation Red Nose

Operation Red Nose is a non-profit organization with a mission to encourage responsible behaviour with regard to impaired driving in a non-judgmental manner, by enabling communities to provide a free and confidential chauffeur service to their members. The money it raises is redistributed to local organizations dedicated to youth and amateur sports, and invested in responsible drinking and road safety awareness campaigns.

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