



PRESS RELEASE
For immediate release

9th annual Operation Red Nose campaign in Saskatchewan
For a safe ride home from November 24th to December 31st

Regina, November 7th, 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. This year, five communities in Saskatchewan will be offering motorists an additional way to get home safe. Joining Regina, Saskatoon, The Battlefords and Prince Albert, Yorkton is the latest community to be added on the list where the service is offered. Supported by its provincial partner, SGI, Operation Red Nose will provide its popular safe ride service combining fun and memorable anecdotes.

On certain nights throughout the holiday season, any motorist in the centres where Operation Red Nose operates, who feels they are not able to drive home, can call Operation Red Nose for a ride. A team of three volunteers will pick them up and drive them in their own vehicle to the destination of their choice. One volunteer drives the client's vehicle, a second volunteer navigates and a third volunteer follows in an escort vehicle to pick up the two volunteers once they drop off the client. The service is free, but donations are accepted. These donations will be distributed to local youth and amateur sports organizations in the participating city. Last year, Operation Red Nose has redistributed more than \$1.5 million to youth and/or amateur sports organizations nationwide.

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."

SGI : a key Operation Red Nose partner in Saskatchewan

"Thanks to added police enforcement across Saskatchewan, impaired drivers are more likely than ever to get caught. And with some of the toughest laws in Canada, the penalties and consequences go far beyond a lump of coal in your stocking," said Minister responsible for SGI Joe Hargrave. "The holidays are about spending time with your loved ones. We are proud to support safe ride services like Operation Red Nose that are dedicated to bringing you and the people you love home safely this holiday season."

Important technological support to volunteers and service users

Again this year, motorists in Saskatchewan 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.

– 30 –

Information :

Operation Red Nose
David Latouche
Communications and Marketing Director
Phone: 1-800-463-7222 - Cell: (418) 800-2884
dlatouche@operationrednose.com

SGI
Tyler McMurchy
Manager, Media Relations
Phone: (306) 751-1837 – Cell: (306) 535-6207
tmcmurchy@sgi.sk.ca

