



## PRESS RELEASE

For immediate release

### 25<sup>th</sup> annual Operation Red Nose campaign in Alberta For a safe ride home from November 24<sup>th</sup> to December 31<sup>st</sup>

**Lethbridge, November 13<sup>th</sup>, 2017** – Operation Red Nose launches its 34<sup>th</sup> 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 24<sup>th</sup> to December 31<sup>st</sup>, Operation Red Nose will be available in 101 Canadian communities, 3 of which are located in Alberta, offering motorists an additional way to get home safe.

At the eve of its 35<sup>th</sup> 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 Albertans take part as volunteers or clients, everyone involved helps improve road safety in their community while taking part in a unique experience.

#### **2017: a defining year**

As Operation Red Nose celebrates its 25<sup>th</sup> annual campaign in Alberta, the organization can count on the financial support of a new partner in the province : Alberta Traffic Safety Fund. The funding provided by Alberta Traffic Safety Fund has allowed Operation Red Nose to have a new mascot which will travel across the territory over the next three seasons. By having a mascot on the road, Operation Red Nose increases its exposure which will hopefully lead to new organizations wanting to host the road safety program in their community in years to come. The host organization in Lethbridge will be the first one to use the mascot without having to pay the usual rental fee, since this fee has been covered by the Alberta Traffic Safety Fund's financial support.

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

Since the very first night of operation on December 13<sup>th</sup>, 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."

#### **Important technological support to volunteers and service users**

Again this year, motorists in Alberta 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](http://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 :**

David Latouche  
Communications & Marketing Director, Operation Red Nose  
Office : 1-800-463-7222 | Cell phone : 418 800-2884  
[dlatouche@operationrednose.com](mailto:dlatouche@operationrednose.com)

OPERATION  
**RED  
NOSE**  
**.COM**