

**FOR IMMEDIATE RELEASE**  
**Operation Red Nose Experiences Most Successful Campaign Yet!**

**North Shore, January 4, 2008** – Three hundred and thirteen drivers chose to use Operation Red Nose’s designated driver service rather than risk driving their cars this holiday season. Over two hundred volunteers from the North Shore Rotary Clubs and the community at large provided 313 safe rides for North Shore residents over eight evenings in December. They covered over 7600 kilometers and received donations just over \$7800 which will be used by the Rotary Clubs to support youth programs on the North Shore. These volunteers were critical to the success of the program! Many of them volunteered on several nights! Thank you!

To quote Sgt Joe Arduini of the North Vancouver RCMP Detachment “ORN also ensured that the community itself was kept safe because none those drivers were involved in collisions, which would cost all of us. I am not talking about the financial burden, but emotionally and psychological as well.”

Although the service is co-ordinated by the North Shore Rotary Clubs, this service is only possible with the support provided by Rotary and community volunteers and the provincial hosts and community partners and sponsors. Provincial support is provided by the BC Crime Prevention, the BC Autoplan Broker Road Safety Program, ICBC, and CTV. On the North Shore, ICBC provided the Claim Centre as our Headquarters, the RCMP did the criminal checks, the North Shore News provided the advertising, Cell City Communications provided the cell phones, and Capilano Audi / Volkswagen provided many of the escort cars. In addition, financial sponsorship was provided by the North Shore Credit Union, Prudential Sussex, Park Royal and many other corporate sponsors. A special thank you goes to the many restaurants, pubs, and lounges that also supported the program financially and encouraged their clients to use the service. The sponsorship funding of approximately \$15,000 covers our expenses and supplements the donations used to support youth programs.

Compared to the past two years, the number of rides has increased (295 in both 2005 and 2006); donations have increased slightly year over year; the number of volunteers have decreased year over year since our high 220 in 2005; financial sponsorships have remained about the same as last year but increased over 2005.

The North Shore is one of nine regions in BC providing this service. Some 2756 volunteers provided over 4500 safe rides and while raising \$93,500 to support youth programs in BC.

Nationally, over 53000 volunteers provided safe rides for 76,800 clients and raised \$1,300,000 for youth programs in Canada.

Visit [www.operationrednose.com](http://www.operationrednose.com) for a full view of the program. For information about how to become involved in ORN on the North Shore this year, call Jim Godey at 604-837-2362 or email [james\\_godey@telus.net](mailto:james_godey@telus.net).

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