



**PRESS RELEASE**  
For immediate release

Quebec City, January 3<sup>rd</sup>, 2010 – This year again, numerous Canadians proved that Operation Red Nose’s road safety message against impaired driving has a positive impact on the behaviour of motorists. During the 26<sup>th</sup> campaign, no less than 73’193 rides were provided in 8 provinces across the country.

Whether they worked in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New-Brunswick or Nova Scotia, 50’913 volunteers donated their time during the month of December to help make the roads of their communities safer. Because of their commitment, the holidays remained a time of celebration for many Canadian families.

In British Columbia, 6’061 rides were provided by 3’500 volunteers in 11 communities: Abbotsford/Mission, Chilliwack, Delta/Richmond, Kamloops, Langley/Surrey, Nanaimo, North Shore, Prince George, Ridge-Meadows, Tri-Cities, and Williams Lake.

<b>Colombie-Britannique</b>	
Abbotsford / Mission	<b>604</b>
Chilliwack	<b>492</b>
Delta / Richmond	<b>480</b>
Kamloops	<b>884</b>
Langley-Surrey	<b>1025</b>
Nanaimo	<b>799</b>
North Shore	<b>287</b>
Prince George	<b>796</b>
Ridge-Meadows	<b>260</b>
Tri-Cities	<b>228</b>
Williams Lake	<b>206</b>
<b>Total Colombie-Britannique</b>	<b>6061</b>

**Another successful campaign because of the involvement of volunteers**

Operation Red Nose wishes to thank the volunteers and their families for the time that was given to the Red Nose cause during the holidays. Whether they came by themselves, with their student association, or with work colleagues, 50’913 volunteers across Canada helped remind everyone that « there are alternative solutions to drinking and driving in 2009 ».

**The expansion of the program generates an increase in the number of rides**

Year after year, Operation Red Nose continues to expand across the country. With 12 new host communities, including one in a new province, the 2009 campaign stands out as being a campaign where Operation Red Nose increased its presence outside of Quebec.

With 105 active operations in 2009, the number of rides increased by 4'628 in comparison to the previous campaign.

This increase shows the importance of a sustained growth. The more communities that take part in Operation Red Nose, the more safe rides home we are able to provide.

We, therefore, hope to welcome other new communities for our 2010 campaign.

### **How can one bring Operation Red Nose to their community?**

You'd like to see people wear the Operation Red Nose red vest on the streets of your community? It is with great pleasure that we will help you bring Operation Red Nose to your community in 2010. In order to bring the program to a new community, a non-profit organization must apply to host the road safety campaign which also serves as a fundraising campaign for this organization. Indeed, 100% of all client donations is given to the local host organizations and helps fund local youth or amateur sports programs. In addition to help make roads safer for everyone, Operation Red Nose becomes a great way for your organization to raise funds for its activities!

For more information on how to apply to host the 2010 campaign, you may contact Chantal Lefebvre at 1-800-463-7222 or by email at [clefbvre@operationnezrouge.com](mailto:clefbvre@operationnezrouge.com).

### **Operation Red Nose, a road safety message for the entire year**

Operation Red Nose will be back in December 2010 for another campaign. Until then, the safe ride home service joins its voice to that of the the Insurance Corporation of British Columbia (ICBC), provincial sponsor, and CTV, provincial media partner, to invite motorists to always plan a safe way to get home. Call a friend, a relative, a cab, have a designated driver, take city transit or stay overnight!

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