



PRESS RELEASE

For immediate release

Canadians have made “the smart choice for a safe ride home”

Wrap up of the 28th Annual national Operation Red Nose campaign

Quebec City, January 3rd, 2012 – Once again, thousands of Canadians have made “the smart choice for a safe ride home” by using the Operation Red Nose service throughout the holiday season. During the 28th annual campaign, no less than 85,926 rides were provided in eight Canadian provinces, including 232 rides in two Saskatchewan communities. Throughout Canada, 58,683 volunteers contributed to making roads safer, 230 of which were in The Battlefords and Prince Albert. Present in 111 host communities, the 2011 Operation Red Nose campaign reached the most communities since the program was first inception.

Volunteers, the real success of the 2011 campaign

Volunteers are at the heart of Operation Red Nose. Without their exceptional commitment during the month of December, the awareness campaign could simply not exist. «A sincere thank you goes to the 58,683 volunteers who have been generous with their time to help make the 28th annual Operation Red Nose campaign a great success once again » declares Jean-Marie De Koninck, Founding President of Operation Red Nose.

By the community, for the community

Each year, Operation Red Nose is able to give more than \$1,300,000 to youth and amateur sports organizations through client donations. In each community, the Operation Red Nose campaign is hosted by a non-profit organization which organizes the safe ride home service for the population of that community, with the help of the national office in Quebec City.

Organizations that support youth or amateur sports initiatives, who are looking for an original way to raise funds, and who may be interested in hosting the road safety campaign in their community in 2012 are encouraged to visit OperationRedNose.com for more information.

Back for a 29th annual campaign

Until the return of the service in December 2012, SGI and Operation Red Nose invite all Canadians to plan ahead for a safe ride home throughout the entire year, whether it be by calling a sober friend, a cab, or by using public transit.

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Statistics for each community are available at OperationRedNose.com/en/press/stats.html.

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