



BC Crime Prevention Association

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Operation Red Nose Kicks Off with a Bang!

Burnaby, December 6th, 2007 – Four hundred thirty-one Operation Red Nose volunteers braved the snowy conditions this first weekend of the holiday season November 30 and December 1, driving 12,700 km to provide nearly 500 safe rides home to British Columbians. The first weekend generated over \$9000 through client donations to support local youth initiatives in the nine regions where the program is available.

Operation Red Nose is a free and confidential designated driving service, where a team of road volunteers will pick you up and drive you home safely in your own vehicle. The service is available to any person that does not feel safe to drive their own vehicle, providing the client has a motor vehicle at the time the service is requested.

Operation Red Nose will continue during the month of December in the following regions: Abbotsford/Mission, Chilliwack, Coquitlam, Delta/Richmond, Kamloops, Langley/Surrey, Nanaimo, North and West Vancouver, and Prince George.

“Whether you are feeling fatigued after a long evening of Christmas shopping, you are uncomfortable driving on icy roads or you have been celebrating at your holiday office party, the Operation Red Nose service is available for you,” says Kathryn Birnie, Provincial Program Coordinator for Operation Red Nose. “In 2006, Operation Red Nose provided 4006 rides home for British Columbians. The support of Operation Red Nose volunteers was absolutely amazing, as over 100,000 km were driven to provide motorists with a safe ride home. This year, we hope to exceed those numbers.”

The public is encouraged to call Operation Red Nose at the new toll free number 1-877-604-6673 (NOSE) before they hit the road, in order to ensure a safe ride home.

Operation Red Nose is provincially hosted by BC Crime Prevention Association, and sponsored by the Autoplan Broker Road Safety Program, ICBC and CTV.

B.C. Operation Red Nose communities are also looking for volunteers to run the service. For more information on how to assist in the fight against impaired driving and volunteer with this fun, innovative program, contact the BC Crime Prevention Association, or visit the BC page of the Operation Red Nose website at www.bccpa.org/rednose.

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Photos Available

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