



FOR IMMEDIATE RELEASE

## Operation Red Nose Experiences Most Successful Campaign Yet!

**Burnaby, January 3, 2008** – The BC Crime Prevention Association teamed up with non-profit organizations to provide **over 4700** safe rides to BC motorists this holiday season. Operation Red Nose (ORN) was hosted in nine regions in the Province throughout the holiday season with the support of provincial sponsors, the **Autoplan Broker Road Safety Program, ICBC and CTV.**

The 2007 campaign succeeded in providing over 700 more rides than in 2006, with the addition of a new host organization. As the demand for service grows, so does the need for volunteers to run the service. In 2007, **2756 volunteers** donated their time throughout the campaign in B.C. and drove more than **118,000 km** across the province.

Since 1996 the Autoplan Brokers and ICBC have supported Operation Red Nose which is considered to be the ‘original safe ride home’ program in Canada. Founded in Quebec City in 1984 by Jean-Marie De Koninck this free and confidential designated driver program allows drivers a safe alternative to getting home, as clients are driven home in their own vehicle.

All donations received through the service are 100% returned to the community in support of youth programs in each of the nine host regions. The 2007 campaign generated over **\$93,500** in support of local youth sports initiatives in B.C.

Executive Director, Valerie MacLean of the BC Crime Prevention Association states, “It is gratifying to see the service exceed 4700 rides this season in B.C. We could not have accomplished safer roads without the support of our provincial sponsors the Autoplan Broker Road Safety Program, ICBC and CTV as well as our local host organizations and the thousands of volunteers. Our Provincial Spokesperson CTV Weathercaster Tamara Taggart has also contributed significantly in promoting the ORN Program.”

The BC Crime Prevention Association would like to thank B.C.’s Operation Red Nose local host organizations for their dedication to crime prevention and for making this year’s Operation Red Nose a huge success: PacificSport Fraser Valley; PacificSport Vancouver Island; PacificSport Interior B.C.; Langley Gymnastics Foundation; Delta Gymnastics Society, The Rotary Clubs of the North Shore; The Rotary Club of Prince George – Nechako; The Rotary Club of Coquitlam Sunrise; The Rotary Club of Coquitlam and the Chilliwack Restorative Action and Youth Advocacy Association. The BC Crime Prevention Association also recognizes and would like to thank the many volunteers for their dedication and enthusiasm throughout the campaign, without which Operation Red Nose would not have experienced such success!

Visit [www.operationrednose.com](http://www.operationrednose.com) for a full review of the program and watch for the program next year in your community. For more information on how to become involved in ORN call the B.C. Crime Prevention Association at 604-291-9959 local 223 or email [k.birnie@bccpa.org](mailto:k.birnie@bccpa.org).

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### *Photos Available*

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