



# BC Crime Prevention Association

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**For Immediate Release  
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## MEDIA ADVISORY

**WHAT:** BC Crime Prevention Association to Kickoff Provincial Operation Red Nose Campaign

**WHEN:** Saturday, November 3rd

**WHERE:** Cowell Volkswagen, Richmond Auto Mall, 13611 Smallwood Place, Richmond.

**TIME:** Speaker presentations from 10:30am-11:30am

**WHO:** Tamara Taggart – CTV Weathercaster and 2007 Provincial Spokesperson; “Rudy” Operation Red Nose Mascot; BC Crime Prevention Association; Autoplan Broker Road Safety Program; I.C.B.C, Delta Gymnastics Society, RCMP Fraser Valley Traffic Services.

**Vancouver, October 31st 2007** – The “safe ride home” program Operation Red Nose is returning again to nine communities across British Columbia for the holiday season, thanks to provincial sponsors the Autoplan Brokers Road Safety Program, ICBC and CTV.

As we approach the holiday season, join the BC Crime Prevention Association (BCCPA) in launching a key symbol in BC’s fight against impaired driving.

The 2007 Provincial Launch of Operation Red Nose will feature Operation Red Nose Provincial Spokesperson, Tamara Taggart, CTV Weathercaster, speaking on the importance of planning a safe ride home with services such as Operation Red Nose and of volunteering with this service.

Founded in Quebec City in 1984, Operation Red Nose is a unique program dedicated to the fight against impaired driving. During the holiday season, individuals who have been drinking or do not feel fit to drive can be driven home in their own vehicle by a team of three Operation Red Nose volunteers.

The 2007 campaign will start with service beginning province wide on November 30<sup>th</sup> and continuing on Friday and Saturday nights throughout the month of December, including New Year’s Eve – December 31<sup>st</sup>. Volunteer drivers are only a phone call away from 9:00pm to 3:00am. The service is free, but donations are welcomed and support local youth initiatives.

The nine communities providing service in 2007 include: Abbotsford/Mission, Langley/Surrey, North/West Vancouver, Nanaimo, Kamloops, Prince George, Chilliwack, Delta/Richmond and Coquitlam.

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**For more information contact:**

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