



## BC Crime Prevention Association

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**FOR IMMEDIATE RELEASE:**

# Seeking Community Support for Safer Roads Operation Red Nose B.C.

Burnaby, March 27, 2006: BC Crime Prevention Association, Provincial Host of Operation Red Nose, is sniffing for two new communities interested in creating safer streets by reducing the number of impaired drivers on our roads during the 2006 Holiday Season, in partnership with Provincial Sponsors ICBC and the Autoplan Broker Road Safety Program.

Operation Red Nose is a free and confidential designated driver program, where a team of three road volunteers will chauffeur a client home in his or her own vehicle. ***While the Operation Red Nose service is free, client donations are accepted and all monies collected are 100% redistributed to the hosting community, in support of local youth activities.***

During the 2005 holiday season, Operation Red Nose was offered in eight different communities across B.C., and raised over \$63,000 towards local youth initiatives, including amateur sport and Restorative Justice programs. Nationally, the Program raised over 1.2 million dollars towards youth activities, in just seven provinces.

Interested hosts of Operation Red Nose must apply by May 31, 2006 to BC Crime Prevention Association. Applicants are required to be a non-profit organization dedicated to youth, preferably in the area of youth sport. Additional support letters are also required by the community's local police agency, an accounting firm, and a media partner.

Currently, Operation Red Nose is available in Abbotsford/Mission, Chilliwack, Langley/Surrey, Delta/Richmond, North and West Vancouver, Nanaimo, Kamloops, and Prince George. Inquiries from the public indicate there is interest in having Operation Red Nose available in Victoria, Vancouver, and the Tri-Cities area of the Lower Mainland; however, no local host organizations have submitted an application from these communities in the past.

Operation Red Nose was founded in Quebec City in 1984, by Jean-Marie De Koninck, mathematics professor and swim coach of the Rouge et Or Swim Club, Laval University. De Koninck's vision is to create awareness of the dangers of impaired driving by offering an accessible and confidential chauffeur service.

For an original way to raise funds for your local non-profit organization, while investing in your community during the 2006 Holiday Season, call BC Crime Prevention Association at 604-291-9959 local 231.

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