



## **PRESS RELEASE**

For immediate release

### **Operation Red Nose Will Not Operate Its Safe Ride Service in British Columbia for the 2020 Holiday Season**

An awareness campaign, adapted to the health situation, will be revealed in November

*Quebec City, October 7<sup>th</sup>, 2020* – After careful consideration of the current public health situation and its logistical impact on the service, Operation Red Nose has decided not to provide its famous safe ride service during the 2020 holiday season. Nonetheless, Operation Red Nose plans to pursue its mission of promoting responsible consumption while adapting to the current exceptional situation.

“The safety of our volunteers, clients, and local host organizations has always been one of our top priorities,” said Jean-Philippe Giroux, Executive Director for Operation Red Nose. “The decision was made after long and careful consideration, and not without emotion. We remain convinced that positive initiatives will be possible this holiday season. In the meantime, we want to remind everyone to always plan ahead for a safe way to get home.” In November, Operation Red Nose will reveal the details of its 2020 awareness campaign, which will exclude the safe ride service this year.

Even in the absence of the safe ride service this year, Operation Red Nose will continue to promote its road safety message, and remind everyone to always plan for a safe way to get home by calling a friend, a relative, a cab, by designating a sober driver, or by staying overnight.

#### **About Operation Red Nose**

Operation Red Nose is a non-profit organization with a mission to encourage responsible behaviour with regards to impaired driving, in a non-judgmental manner. The money it raises is redistributed to local organizations dedicated to youth and amateur sports, and invested in responsible consumption and road safety awareness programs.

-30-

#### **Information:**

Aurélie Levy  
Public Relations Coordinator, Operation Red Nose  
Cell phone: 418 800-2884  
[alevy@operationrednose.com](mailto:alevy@operationrednose.com)

**OPERATION  
RED  
NOSE  
.COM**