



## PRESS RELEASE

For immediate release

### **Operation Red Nose Will Not Provide Its Safe Ride Service in New Brunswick 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.

#### **UNI Insurance and Operation Red Nose: Together for safer roads**

UNI Insurance supports Operation Red Nose in the decision made and will remain by its side to remind the population to always plan for a safe way to get home. “Given the current public health situation, we understand and support Operation Red Nose in this important decision. The upcoming campaign will be different this year, but our message remains the same: always plan ahead for a safe way to get home,” said Gilles Lanteigne, Vice-President, Subsidiaries & Executive Director Acadia Life, at UNI Insurance.

In all circumstances, Operation Red Nose and UNI Insurance invite you to plan for a safe way to get home by calling a friend, a relative, a cab, or designating a sober driver.

#### **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, by enabling communities to provide a free and confidential chauffeur service to their members. Operation Red Nose is involved in over 100 communities across Canada, including 4 communities in New-Brunswick. Every year, the safe ride service raises on average 1.5 million dollars for local organizations dedicated to youth and amateur sports.

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