



**PRESS RELEASE**  
For immediate release

Beginning of the 35<sup>th</sup> safe ride campaign  
**Operation Red Nose hits the road tomorrow night!**

**Quebec, November 29th, 2018.** – Starting tomorrow night, Operation Red Nose will be available to drive impaired motorists safely home in 102 communities across the country, 5 of which are in Saskatchewan. Some 50,000 dedicated volunteers will soon hit the road until December 31st, ready for a memorable 35<sup>th</sup> annual safe ride campaign. Together with Saskatchewan Government Insurance (SGI), the provincial sponsor, Operation Red Nose invites Saskatchewanians to put on the red vest or request a ride, in an effort to help make the Holiday Season a safe time of celebrations for everyone.

**The Red Nose mobile app: the way to go this Holiday Season!**

Available for free on the App Store and Google Play, Operation Red Nose's mobile app offers many useful options. With its geo-localisation feature, it provides the phone number and hours of operation of the closest headquarters. The application, powered by SGI, also offers the possibility to program an alarm during the evening, letting one know that it's time to call Operation Red Nose for a safe ride home.

**Another good reason to call Operation Red Nose**

Since its creation in 1984, Operation Red Nose has redistributed 100% of the client donations received during its annual road safety campaign. Each year, 1.5 million dollars are raised by volunteers, and redistributed to local organizations hosting the safe ride home service and supporting youth and amateur sports in their community.

**Sign-up in just a few clicks!**

If the famous red vest helps clients easily identify volunteers, the Operation Red Nose website, more than ever, helps simplify their application to volunteer with its reviewed and optimised interface. After landing on OperationRedNose.com, one must simply locate and download the Volunteer Application Form for their community. Local information is available on the website, including local dates of operation and phone numbers. Joining the ever-growing Red Nose family has never been easier! It's also possible to sign-up any time during the campaign.

**About Operation Red Nose**

Operation Red Nose is a non-profit organization with a mission to encourage responsible behaviour with regard to impaired driving, in a non-judgmental manner, by enabling communities to provide a free and confidential chauffeur service to their members. The money it raises is redistributed to local organizations dedicated to youth and amateur sports.

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**Information**

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