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## **OPERATION RED NOSE 2008**

### **Operation Red Nose volunteers brave the snow and ice to deliver BC motorists home safely**

In 2008, the BC Crime Prevention Association teamed up with ICBC and CTV to bring the Operation Red Nose program to BC. In operation since 1996, Operation Red Nose (ORN) is a unique program dedicated to providing impaired drivers with a safe ride home. Essentially, it is a free, volunteer driving service provided during the Holiday Season to all drivers who do not feel fit to drive their own vehicle home.

ORN started out this holiday season with 11 host groups serving 18 communities in British Columbia. For 9 nights during November 28 – December 31, volunteers provided approximately 4,900 rides to BC motorists, an increase of approximately 150 rides from last year. Considering the snow, ice, storms and road conditions, this was a phenomenal achievement.

Despite some communities having to suspend or postpone operations for evenings when the weather and road conditions would not cooperate, 3,296 volunteers drove almost 127,000 kilometers contributing their time and vehicles to make the 2008 program a great success.

BC children will benefit immensely from the donations and contributions made to Operation Red Nose. Close to \$104,000 was raised - approximately \$10,000 more than in 2007. The funds will go directly to youth initiatives in the individual ORN communities.

“Operation Red Nose owes its success to the volunteers. Without them, the program has no backbone and would not even be able to exist,” stated BC Crime Prevention Association’s Dixie McLean, Operation Red Nose administrator for British Columbia. If the program kept one impaired driver off the road during this season, then it is a resounding success, but to provide almost 4,900 rides – that is amazing!”

Because of the publicity generated by Operation Red Nose this holiday season, there has been enormous interest expressed by other communities who want to have this program - with even one inquiry from Slovakia. Currently, Vancouver, Burnaby and New Westminster do not have Operation Red Nose programs running. ORN received many requests for rides from those communities during the 2008 season. “It would be great to have some ambitious organizations take up the call in 2009 because there is obviously a need for this type of service,” explained Ms. McLean.

The BC Crime Prevention Association would like to thank all of the ORN host organizations for being committed to keeping our streets safe and to all of the very enthusiastic, dedicated volunteers who are too numerous to mention. They would also like to thank ICBC, CTV, Telus, Key Bench Advertising, the British Columbia Liquor Distribution Branch, the individual TV and radio stations who promoted Operation Red Nose, and all of the local community sponsors who contributed to the success of Operation Red Nose.

In 2009, Operation Red Nose BC will be looking for companies and organizations that would be willing to provide funding so that the program can grow and continue to keep impaired drivers off the roads in BC.

If your organization is interesting in assisting Operation Red Nose expand, either by providing funding or by setting up an Operation Red Nose program in your community, please contact the BC Crime Prevention Association, 604 291 9959 ext. 223, [d.mclean@bccpa.org](mailto:d.mclean@bccpa.org) or visit our website at [www.bccpa.org](http://www.bccpa.org)

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*The British Columbia Crime Prevention Association (BCCPA) is a recognized team of citizens, business and police dedicated to preventing crime through community partnerships and consumer awareness. BCCPA is a registered charity.*

*Photos are available to accompany this article.*

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