



FOR IMMEDIATE RELEASE

OPERATION RED NOSE SAFE RIDE HOME PROGRAM COMES TO MAPLE RIDGE AND PITT MEADOWS

October 07, 2008, ABBOTSFORD – Maple Ridge and Pitt Meadows residents can celebrate this holiday season knowing that, if needed, a safe ride home is just a phone call away. PacificSport Fraser Valley is partnering with the RCMP (Ridge-Meadows detachment), the Maple Ridge News and ICBC to bring the successful Operation Red Nose program to these communities this upcoming holiday season.

“Community safety is a priority for Municipal Council,” says Maple Ridge Mayor Gordy Robson. “Operation Red Nose is a valuable service aligned with our priorities so I’m delighted to see the program come to our area.”

“PacificSport Fraser Valley has done a great job running the program in our neighbouring communities of Abbotsford and Mission,” says Pitt Meadows Mayor Don MacLean. “Our community will certainly benefit from a reduction of unsafe drivers on the road during the holidays.”

Defined as a designated driver service, Operation Red Nose provides free and confidential rides home to clients who feel they are unfit to drive their own vehicles home during the holiday season. The program was founded in Quebec in 1984 by Jean-Marie De Koninck, a coach for Laval University’s swim team. The program quickly evolved into a national road safety campaign and is now offered in British Columbia, Alberta, Manitoba and Ontario, in addition to Quebec. Only local non-profit organizations which support youth can deliver the program in a community and each host organization must first obtain the support of the local police, media and an accounting firm.

Operation Red Nose is currently offered in 12 municipalities throughout BC. PacificSport Fraser Valley has delivered the service to the Abbotsford and Mission areas for the past 12 years since the program was first offered in the province. The nine nights of service available to the entire Fraser Valley area, including Abbotsford, Mission, Maple Ridge and Pitt Meadows, are: November 28, 29 and December 5, 6, 12, 13, 19, 20 and 31.

"PacificSport Fraser Valley is pleased to bring this service to the communities of Maple Ridge and Pitt Meadows," comments Linda Palm, general manager. "Year after year, we have been receiving calls from potential clients from these two communities imploring us to provide the service for their safe ride home. Now we can, starting this November!"

Operation Red Nose is a valued and successful program in British Columbia due, in large part, to the strong community support it receives from sponsors, volunteers and patrons of the service.

"To ensure a successful 2008 campaign, veteran volunteer members of the Abbotsford-Mission Operation Red Nose organizing committee will work alongside volunteers from Maple Ridge and Pitt Meadows during the planning phase," explains Palm. "Our biggest challenge will be in educating the communities about how the service works and when it is available. As the awareness builds, the recruitment of volunteers should become easier as experience has shown that this is the type of program people are proud to be associated with."



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- Calgary
- Manitoba
- Montreal
- Ontario
- Pacific
- Saskatchewan



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- Interior BC
- Northern BC
- Okanagan
- Sea to Sky
- Vancouver
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- Victoria





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Herein dubbed the 'Ridge-Meadows' program, an estimated minimum of 100 volunteers will be needed for the inaugural Maple Ridge/Pitt Meadows program to succeed. Volunteer teams of designated drivers, navigators and escort car drivers are needed for both the Abbotsford-Mission and the Ridge-Meadows campaigns. To sign up as a volunteer or learn more about the program, email fraservalley@pacificsport.com.

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