



YMCA Northumberland

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For Immediate Release – November 17, 2023

YMCA Northumberland Launches Operation Red Nose on November 25th at the Reindeer Run.

Cobourg, Ontario, November 17, 2023 — On Saturday November 25th, YMCA Northumberland will be hosting the **Reindeer Run** Event, starting at 8:30am by the Cobourg Yacht Club and will be launching **Operation Red Nose** that day. Everyone can begin their holiday celebrations with a cheerful 2.5K or 5K run or stroll that's perfect for all ages, furry friends and even little ones in strollers. It's all in support of the **YMCA Strong Communities Campaign**.

After the run, treats and hot drinks will be served. What's more, the **Operation Red Nose** mascot, Rudy, will be on site to meet and greet all participants, as well as spread the news about the nation-wide Safe Drive Home Service being offered for 9 days during this holiday season, beginning November 25th.

"Ensuring road safety during the holidays is the primary aim of Operation Red Nose," said Eunice Kirkpatrick, CEO of YMCA Northumberland. "Our mission is to provide a safe journey home for both you and your vehicle. We rely on volunteers and sponsors to keep this important initiative going, so what better way to start it off than at our Reindeer Run, where we will recruit people to join us."

Operation Red Nose is a safe driving program dedicated to the fight against impaired driving. It is a free, confidential, volunteer-driven service offered to any individual who simply does not feel fit to drive his/her vehicle home. The service is provided free of charge, thanks to partnerships with Cobourg, Port Hope and OPP Police Services as well as our generous Co-Chair Sponsors, JJs Steak & Burgers and Thomas Cobourg Buick GMC, as well as our growing list of other sponsors.

Any donations gathered during the operation will benefit the **YMCA Strong Communities Campaign**.

Operation Red Nose will run from 9pm to 2am on November 25, December 1, 2, 8, 9, 15, 16, 22 and 31. YMCA Membership is not required to participate in either the Reindeer Run or in Operation Red Nose – anyone in the community can be involved with these holiday efforts.

To register for the Reindeer Run, please visit <https://ymcanrt.org/reindeer-run/>

To learn more about Operation Red Nose, visit <https://ymcanrt.org/orn/>

For more information, please contact:

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ABOUT YMCA Northumberland

As a charity, YMCA Northumberland provides vital community services that have a positive impact on pressing social issues—from chronic disease to unemployment, social isolation, poverty, inequality and more. The Strong Community Campaign helps countless children, teens, adults, and seniors in the community.

YMCA Canada is one of the longest standing and largest charities nationally, with a presence in Canada since 1851 and now serving more than 2.1 million people annually across 1,700 program locations.



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