



NEWS RELEASE
For Immediate Release

The 2024 Operation Red Nose Campaign Has Wrapped in a Wave of Solidarity
Review of the 2024 Campaign: A Collective Success

Quebec City, January 3rd, 2025 – Today, Operation Red Nose is celebrating the success of its 2024 campaign, marked by the extraordinary commitment of thousands of volunteers and the unwavering support of the population. For more than a month, the organization helped strengthened road safety in nearly 70 Canadian regions, thanks to its festive and responsible safe ride service.

This campaign, reflecting an impressive national mobilization, resulted in the commitment of 23 827 volunteers who travelled Canadian roads to provide 26 935 safe rides to their fellow citizens. In Ontario, 386 volunteers participated in this holiday tradition, providing 530 safe rides. Compared to the previous edition, the 2024 campaign stands out with an increase in the average number of rides provided per operation night and the average number of volunteers mobilized each evening. These results demonstrate, once again, the importance of Operation Red Nose in preventing impaired driving, as well as the solidarity movement surrounding this initiative for many decades.

The Community Spirit that Makes a Difference

Operation Red Nose could not boast of such success without the participation and collaboration of communities. “This 29th campaign in Ontario is striking proof of the generosity and commitment of our volunteers, partners, and local host organizations. Thanks to their renewed dedication, we managed to offer a concrete and user-friendly solution to ensure everyone's safety during the holidays.”, says Jean-Marie De Koninck, Founding President of Operation Red Nose.

About Operation Red Nose

Since 1984, Operation Red Nose is a non-profit organization with a mission to encourage responsible behaviour to prevent impaired driving. The organization also supports local youth and amateur sports projects with 100% of the funds raised through the safe ride service being kept in the host communities.

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