

For immediate release

Operation Red Nose St-Malo – 2023 - Giving Rides and Giving Back

Operation Red Nose St-Malo will continue their ride services again this holiday season and this time will give back to non-profit community, youth, and sports organizations chosen by their ride night volunteers.

The annual safe ride campaign helps drivers get home safely during the holiday season. Volunteers will be giving people throughout 20+ communities rides home in their own vehicles to keep roads and highways safe.

The ride services are on 13 Friday and Saturday nights starting November 24, and on New Years Eve.

More than 200 volunteers are required to respond to calls on designated ride nights and ensure your safe journey home with your car. ONE Insurance Group (formerly BSI Insurance) will take on this role by 'guiding sleighs' for one night, expressing their commitment to promoting safe road practices in various situations.

According to David Robin, Marketing & Brand Coordinator for ONE Insurance Group, "Our company advocates for safe driving not only in situations involving impairment but also for individuals with disabilities or injuries that limit their ability to drive at night". Robin emphasizes "We are super proud in being a platinum sponsor of this initiative and we are eager to support those opting for safe rides by volunteering a ride team on our designated night. We are anticipating another enjoyable experience, as always."

The owner of Niverville Towing, Justin Nadeau, knows first-hand the importance of safer highways. "There are some towing jobs that I do that I know could have been prevented," said Nadeau. "I'm really happy to see these services being offered to over 20 communities along highways 75 and 59 south, and that's why I chose to be a platinum sponsor."

"Now in their 4th annual campaign, Operation Red Nose St-Malo has proven their commitment to the dedicated volunteers by giving back to the volunteers' chosen group." says Darrell Curé, Reeve of the RM of DeSalaberry. "We realize in most rural communities there is no taxi service, no bus service, and residents need to use other means of transportation if they are not able to drive. That's why the Red Nose ride services have become a pillar during the festive season."

Operation Red Nose St-Malo services the following communities:

Arnaud Dominion City La Rochelle Dufrost Grande Pointe Lorette Grunthal

lle des Chênes Kleefeld Lowe Farm

Morris New Bothwell Niverville Otterburne Rosa

Roseau River Sarto Ste. Agathe St. Adolphe St. Jean Baptiste

St. Malo St-Pierre-Jolys Tolstoi Vita

Interview requests, contact:

Operation Red Nose St-Malo **ONE** Insurance Group Charmaine Gosselin, Coordinator David Robin 204-746-4773 204-975-9412 x1207 st-malo@operationrednose.com david.robin@bsimb.com

First to call, 204-347-5518

first in the queue.

- 30 -

Niverville Towing Justin Nadeau 204-388-4442 nivervilletowingmb@gmail.com RM of DeSalaberry Darrell Curé, Reeve 204-433-7406 cure@rmdesalaberry.mb.ca



FOLLOW US ON FACEBOOK & INSTAGRAM: 🕜 @operationrednosest.malo 🔞 @OperationRedNoseStMalo

