



November 01, 2013

Ontario Safety League Announces another Outstanding Operation Red Nose Season is underway

*OSL is partnered with
Ontario Trial Lawyers Association as Provincial Sponsors*

(Toronto, Ontario) Today, the Ontario Safety League (OSL) is proud to announce the start of the 10th ORN Season in Ontario.

This season again the Ontario Trial Lawyers Association (OTLA) in partnership with the Ontario Safety League, are the proud sponsors of ORN 2013. Through their sponsorship they guaranteed all ORN vehicles were properly insured for the 2013 season and all administrative support is being provided to all 10 locations across the Province.

During the 2012 holiday season, a total of 18,202 Ontario citizens received a safe ride home thanks to the Operation Red Nose program. ORN is available in 10 communities across the province, and it is expected that over 5,000+ volunteer nights will generously donate their time to help keep their towns and cities safe during the holidays. Last year in all participating areas, ORN achieved their goal of zero collisions, zero injuries and zero fatalities during their operating hours. A total of 178,148 kms were driven, and ORN collected a staggering \$133,741 in donation funds.

“We are pleased that again community volunteers and corporate community partners continue to make Operation Red Nose a resounding success” said Brian Patterson, President of Ontario Safety League. We look forward to an increased engagement in 2013 and we hope that the increased awareness generated by Operation Red Nose will have a lasting impact on reducing impaired driving year round.

“Ontario Trial Lawyers are very proud to be a part of Operation Red Nose this year,” said Charles Gluckstein, President, OTLA. “We are keenly looking forward to continuing our partnership with OSL and ensuring that even more Ontarians get home safely in the coming holiday season.”

Since its creation in 2004 under the OSL’s leadership, Operation Red Nose and its safe ride home service have become the most important road safety campaign against impaired driving in Ontario during the holiday season. The program will run on Thursdays, Fridays and Saturdays from 9:00 a.m. to 3:00 a.m.

“We are so honoured to assist Operation Red Nose and are thrilled to share its successful statistics with the province,” stated Hon. Monte Kwinter MPP. “ORN is an initiative we are extremely proud to support. This service is completely aligned with our mandate to inform and protect Ontario’s citizens of the dangers associated with impaired driving.”

The Ontario Safety League was formed in 1913 by a group of business and community leaders in response to the increasing threats to public safety brought about by the automobile. The mission was to reduce preventable deaths, injuries and destruction on Ontario's roads through public education and safety awareness. For more information please see www.ontariosafetyleague.com

For more information or for interview opportunities, please contact:

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Event Location: Queen's Park – Room C228

Date: November 7, 2013

Time: 11:30 am to 12:30 pm