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Operation Red Nose Backgrounder

What is Operation Red Nose?

Operation Red Nose is a free, volunteer-run designated driver service during the holidays which caters to motorists who do not feel fit to drive their own vehicle. It provides patrons a safe ride in their own vehicles without getting behind the wheels themselves. A volunteer organization manages the program with Safety Services Manitoba providing guidance and support as the provincial host.

What does Operation Red Nose Cost for Service?

In a word: nothing. Our generous sponsors cover the operating costs and the volunteers donate their time. Donations are accepted as all proceeds go toward supporting sports programs for Manitoba youth.

Where did the name Operation Red Nose come from?

While you might think it's all about Rudolph, Operation Red Nose actually takes its name from an annual winter military exercise practiced by the Canadian Armed Forces in Quebec. The exercise was named Operation Red Nose because the cold weather resulted in a lot of red noses. However, the name was a perfect fit for the province's newly developed designated driver program, and the Canadian Armed Forces gave their permission to use it.

Can anyone call Operation Red Nose?

Operation Red Nose isn't a taxi service. It's a unique program that gets both vehicles and drivers home safely. So while anyone can call, you must have a vehicle to get a ride. You also need to wear seat belts so if you have more passengers than seat belts, someone will be staying behind.

How many volunteers does Operation Red Nose need to operate?

Simply put, the more the merrier! Manitoba has a dedicated group of more than 1,500 fantastic volunteers who help keep Operation Red Nose running. However, it's a popular program. The more people that call for rides, the more help we can use to make sure no one is kept waiting for long. If you have an evening to spare and a valid driver's licence, we'd love to have you on our team!

Is the service confidential?

Absolutely! All volunteers sign a form agreeing not to provide any information that might be used to identify a client, their passengers or their addresses. So don't let worries about discretion drive you away!



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National Statistics

Since its inception on December 13, 1984, Operation Red Nose has provided 1,506,439 rides to Canadians during the holiday season.

2009 Provincial Host Organization

Safety Services Manitoba: oversees and manages all aspects of the programs delivered by the local host communities in Manitoba.

2009 Locations and Local Hosts

Brandon	Westman and Area Traditional Christmas Dinner
Flin Flon	Rotary Club
Gimli	Gimli Car Club
Portage la Prairie	Portage Minor Hockey Association
Selkirk	Selkirk Dolphins Swim Club
The Pas	Roadrunner Swim Club
Thompson	City of Thompson
Winnipeg	Manta Swim Club

2009 Provincial Sponsors

Manitoba Public Insurance - **Founding Provincial Sponsor**
MTS - **Thanks to MTS, users can simply dial #NOSE on their MTS cellphone for Red Nose service in all participating Manitoba communities!**
Manitoba Liquor Control Commission
Manitoba Hydro
Intact Insurance

2008 Statistics

Manitoba

2,777	Rides provided
1,779	Volunteer positions filled
\$45,920	Collected for youth sports and community programs in Manitoba

Winnipeg

1,075	Rides provided
716	Volunteer positions filled
215	Teams
\$22,587	Collected for youth sports programs in Winnipeg

Operation Red Nose National Draw "Rudy at the Carnival"

Draw for a trip for two (2) to the 2010 Quebec City Carnival, for one lucky volunteer. Details at www.safetyservicesmanitoba.ca/rednose.