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Ontario Safety League Announces Another Outstanding Operation Red Nose Season

OSL is partnered with the Insurance Brokers Association of Ontario and Ontario Trial Lawyers Association Provincial Sponsors

(Toronto, Ontario) Today, the Ontario Safety League (OSL) is proud to release the 2011 Operation Red Nose Ontario season statistics. This has been a great year of growth to 15 locations across Ontario servicing from November 25-December 31, 2011.

This season the Ontario Trial Lawyers Association (OTLA) and the Insurance Brokers Association of Ontario (IBAO), in partnership with the Ontario Safety League, were the proud sponsors of ORN 2011. Through their sponsorship they guaranteed all ORN vehicles were properly insured for the 2011 season and all administrative support was provided to both the 3 new and 12 existing locations.

During the 2011 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 15 communities across the province, and over 5,874 volunteers generously donated their time to help keep their towns and cities safe during the holidays. In all participating areas, ORN achieved their goal of zero collisions, zero injuries and zero fatalities during their operating hours. A total of 236,001 KM were driven, which was an increase of 16% over last year, and ORN collected a staggering \$151,227 in donation funds.

“We are pleased that again community volunteers and corporate community partners have made Operation Red Nose a resounding success” said Brian Patterson, President of Ontario Safety League. We look forward to an increased engagement in 2012 and we hope that the increased awareness generated by Operation Red Nose will have a lasting impact on reducing impaired driving year round.

Since its creation in 1984, Operation Red Nose and its safe ride home service have become the most important road safety campaign against impaired driving in Canada. During this past holiday season, the program ran 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 IBAO CEO, Randy Carroll. “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 www.ontariosafetyleague.com

For more information or for interview opportunities, please contact:

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