

2025 Festive RIDE Campaign

Written by Shawna Fowler | December 1, 2025 at 10:44:am



The Saint John Police is partnering with the New Brunswick Department of Justice and Public Safety, and the Kennebecasis Regional Police Force to conduct our annual Festive RIDE (Reduce Impaired Driving Everywhere) Campaign during the month of December 2025.

According to MADD Canada, hundreds of Canadians are killed in alcohol and drug-related crashes every year. Their latest statistics show that nearly 78,000 federal charges and provincial short-term license suspensions were handed out over a year; that is an average of nine every hour.

Throughout the month of December, police and public safety officers, including experts in drug recognition, will conduct checkpoints and roaming patrols at various locations throughout Saint John and the Kennebecasis Valley targeting impaired driving infractions.

With the holiday season approaching, the Saint John Police urge residents and visitors to plan ahead by designating a sober driver. Collectively, we share the responsibility of keeping our roads safe. If you suspect an impaired driver, report it to the police immediately.

Together a safe, secure, healthy community

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