



VIRGINIA GOVERNOR HELPS WRAP LAUD WASHINGTON-METRO LAW ENFORCEMENT FOR FIGHT AGAINST DRUNK DRIVING

In addition to commending WRAP on its 20th year of fighting impaired driving and underage drinking in the Washington-metropolitan area, Virginia Governor Mark Warner (D) helped WRAP recognize local law enforcement professionals in December for making Greater Washington area's roadways safer.

Twelve Washington-metropolitan area police officers were cited for their "outstanding commitment in the fight against drunk driving in Greater Washington" on December 12, 2002 and presented with the area's annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention."

The regional ceremony also featured Governor Warner announcing his transportation safety legislative initiatives for Virginia's upcoming 2003 General Assembly session.

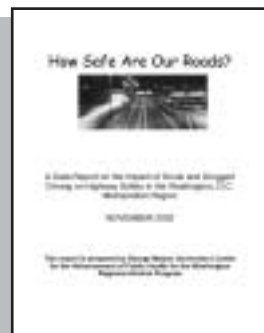
The annual awards, presented at a ceremony at Maggiano's Little Italy in McLean, Virginia, were presented by WRAP in memory of Metropolitan Police Department's Motor Patrol Officer Anthony W. Simms. Officer Simms, as a result of injuries sustained while on duty, lost his life to an impaired driver during Memorial Day weekend in 1996. WRAP's 2002 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also with the Metropolitan Police Department, along with NBC4's Wendy Rieger and WUSA-TV's Jan Fox, serving as the event's Master of Ceremonies.

(Continued on Page 2)



Virginia Governor Mark Warner addresses the many attendees at WRAP's fifth-annual Law Enforcement Awards ceremony.

(Photo courtesy of Virginia's Governor's Office)



**WRAP REPORT
CITES INCREASE
IN DRUNK
DRIVING, page 4**



**CHECKPOINT
STRIKEFORCE
CAMPAIGN A
SUCCESS, page 5**



**HOLIDAY
SOBERRIDE
EFFORT RINGS
IN RECORD
NUMBERS,
page 6**

VIRGINIA GOVERNOR HELPS WRAP LAUD ENFORCEMENT FOR FIGHT AGAINST DRUNK

(Continued from Page 1)

“I am pleased to join the Washington Regional Alcohol Program in its continuing fight against drunk driving,” said Governor Warner. “Through its efforts to recognize outstanding law enforcement officers, and through initiatives like SoberRide, WRAP is helping to reduce the alarming frequency of drunk driving, not only during the holidays but throughout the year.”

According to WRAP, local law enforcement officers made 12,731 DUI / DWI arrests throughout the Washington-metropolitan region in 2001.

“This year’s awardees represent the front lines in the fight against drunk driving in Greater Washington,” said Kurt Gregory Erickson, WRAP’s President. “It is only through their commitment in stopping the threat that impaired driving presents to all our friends and families that the Washington-metropolitan area continues to have a rate of alcohol-related traffic deaths lower than the national average.”

(Continued on Page 3)



2002 WRAP Law Enforcement Award winner Maryland State Trooper First Class Marion Iglesias along with his daughter accepts his honor along with (l to r) Metropolitan Police Department Lt. Pamela Simms, that day’s Master of Ceremonies WUSA-TV’s Jan Fox and NBC4’s Wendy Rieger.



2002 WRAP Law Enforcement Award winners gather following the December 2002 ceremony.

WASHINGTON-METRO LAW DRIVING



Governor Warner is surrounded by media following his detailing of his 2003 traffic safety legislative agenda at WRAP's 2002 Law Enforcement Awards.

In addition to receiving the Law Enforcement Awards, each of the 2002 WRAP honorees also received two complementary Washington Wizards tickets (courtesy of the Washington Wizards) and a \$ 25 prepaid gas card (courtesy of Exxon Mobil). ■



WRAP Chairman Nick Champeau (l) and President Kurt Gregory Erickson thank Governor Warner for his serving as the Featured Speaker at WRAP's 2002 Law Enforcement Awards.

(Photo courtesy of Virginia's Governor's Office and Loudoun County Sheriff's Office)

2002 LAW ENFORCEMENT AWARD WINNERS

- Alexandria Police Department's
Officer Seth Weinstein
- Arlington County Police Department's
Corporal Michael Lennon
- Fairfax County Police Department's
Master Police Officer Peter H. Feigleson
- Loudoun County Sheriff's Office's
Deputy Randall Broaddus
- Maryland State Police's
Trooper First Class Marion E. Iglesias
- Metropolitan Police Department's (D.C.)
Officers Alex Pope, III and Preston Proctor
- Montgomery County Department of Police's
Officer Richard Burge
- Prince George's County Police Dept.'s
Sergeant David Dennison
- Prince William County Police Department's
Officer Kenneth L. Hulsey
- United States Park Police's
Greenbelt Station A-Squad Midnight Shift officers
- Virginia State Police's
Trooper Charles J. Crane

The WRAP Reporter is the biannual newsletter of the Washington Regional Alcohol Program (WRAP), an award-winning, public-private coalition formed in 1982 to fight drunk driving, drugged driving and underage drinking in the Washington-metropolitan area.

Winter 2002/2003 Issue
Nick Champeau, Chairman
John Undeland, Vice Chairman
Kurt Gregory Erickson, President
Emily DeTitta, Program Manager
Robin Black, Office Manager

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WRAP REPORT CITES INCREASE IN DRUNK DRIVING IN WASHINGTON-METRO AREA

Alcohol-Related Deaths & Crashes Highest In Six Years; Arrests Lowest In Decade

There were more alcohol-related traffic deaths and crashes in the Washington-metropolitan area in 2001 than in any other year in the last half-decade while the number of area drunk driving arrests was the lowest in at least 14 years according to a report released in November 2002 by WRAP.

Equally alarming was the report's finding that 2001 marked Greater Washington's fourth consecutive year recording increased drunk driving crashes and third year in a row of increased drunk driving deaths.

"The fight against drunk driving hasn't just stalled," said Kurt Gregory Erickson, WRAP's President. "It's shifted into reverse and is careening down hill at a rapid rate of speed."

WRAP's tenth-annual report, "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region," was prepared by George Mason University's Center for the Advancement of Public Health for the McLean, Virginia-based alcohol-education group.

Findings in the 2002 report included:

FATALS...Local alcohol and or drug-related traffic deaths increased by 36-percent between 1998 and 2001. Last year marked the third consecutive year increase in such fatalities.

CRASHES...Area traffic crashes attributed to alcohol and or drugs increased by 20-percent between 1997 and 2001. Last year marked the fourth consecutive year increase in such incidents.

ARRESTS...Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) have *decreased* by 50-percent between 1990 and 2001.

More recently, WRAP's latest "How Safe are Our Roads?" report found that between 2000 and 2001:

- ❑ alcohol and or drug-related traffic fatalities on the Washington area's roadways climbed by eleven-percent from 95 such deaths in 2000 to 106 in 2001;
- ❑ traffic crashes attributable to alcohol and or drugs also increased by more than eight-percent from 2000 (4,152) to 2001 (4,497*);

**Does not include crashes in Washington, D.C. for comparative / statistical purposes as such data was unavailable for previous report years.*

- ❑ and local DUI or DWI arrests decreased by 13-percent between 2000 (14,440) and 2001 (12,731).

Of the Washington-metropolitan area's 376 total traffic fatalities in 2001, 28-percent of these roadway deaths were alcohol and or drug-related. 2001 national statistics (National Highway Traffic Safety Administration or NHTSA) cite that 41-percent of total U.S. vehicular fatalities were reported as alcohol / drug-related.

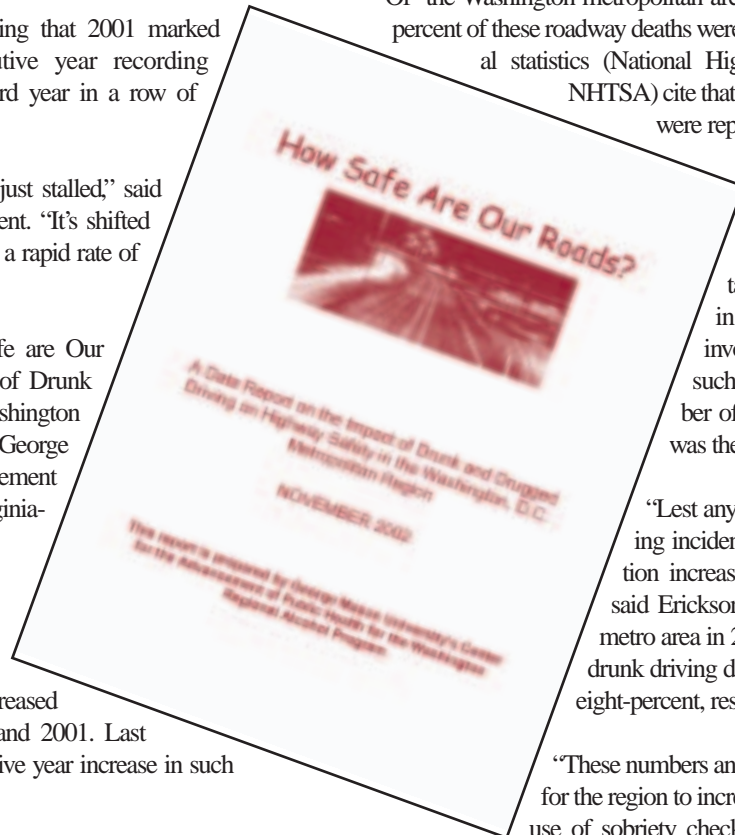
While WRAP and George Mason University officials found some mixed solace in that the Washington-metropolitan area remains below the national average in terms of the percentage of traffic crashes involving alcohol, the same officials said that such solace is off-set by the fact that the number of local lives lost to drunk driving in 2001 was the highest in six years.

"Lest anyone think that this upswing in drunk driving incidents is solely based on the region's population increase, the numbers would prove otherwise," said Erickson. "While population in the Washington-metro area in 2001 increased 2.2-percent, the number of drunk driving deaths and crashes increased by eleven and eight-percent, respectively."

"These numbers and this report should serve as wake-up calls for the region to increase funding for enforcement, increase the use of sobriety checkpoints, increase sanctions for convicted, higher-risk drivers and increase the public's understanding that the fight against drunk driving is not yet won."

WRAP's timing in releasing its report as a preface to Thanksgiving week 2002 was in tandem with the onset of this country's most deadly time of year when it comes to drunk driving. According to NHTSA, more people are killed in alcohol-related traffic crashes between Thanksgiving and New Years than during any other period of the year.

The entire 2002 "How Safe are Our Roads?" report can be found as a pdf file at www.wrap.org/highwaysafety02.pdf. ■



WRAP HELPS CHECKPOINT STRIKEFORCE DRIVE IN IMPRESSIVE NUMBERS



Flanked by Virginia law enforcement professionals, WRAP President Kurt Erickson helps launch Virginia's Checkpoint Strikeforce campaign.

Question: What do you call an action resulting in not only 894 drunk driving arrests but also increased public support for sobriety checkpoints? **Answer:** Virginia's Checkpoint Strikeforce campaign.

With a public education component managed by WRAP, all preliminary signs indicate success following Virginia's inaugural Checkpoint Strikeforce campaign which ended on January 4, 2003.

In addition to Virginia's more than 894 arrests for driving under the influence, a statewide, independent, post-campaign poll indicates that:

- ❑ half (50%) of Virginians heard of the Checkpoint Strikeforce campaign;
- ❑ support for sobriety checkpoints increased as more than 7-out-of-10 Virginians (71%) "strongly support" sobriety checkpoints;
- ❑ the percentage of Virginians believing that sobriety checkpoints are "a useful tool in keeping drunk drivers off the road" increased to 82%;
- ❑ ten-percent of Virginians changed their behavior "as a result of being aware of the recent Checkpoint Strikeforce" sobriety checkpoints with



Speakers at Virginia's launch of its Checkpoint Strikeforce campaign include (l to r): WRAP President Kurt Erickson, Governor's Chief of Staff Bill Leighty, Secretary of Transportation Whitt Clement, Secretary of Public Safety John Marshall, DMV Commissioner Ab Quillan and Virginia State Police Superintendent Lt. Colonel Gerald Massengill.

- ❑ 83% of those polled saying that such changes would be permanent; and that more than 8-out-of-10 Virginians (81%) believe that sobriety checkpoints are a "good investment of tax dollars."

Virginia's Checkpoint Strikeforce campaign — part of the National Highway Traffic Safety Administration's (NHTSA) larger effort involving five mid-Atlantic, U.S. states plus the District of Columbia — served as an unprecedented, statewide law enforcement effort to effectively detect and arrest impaired drivers in the Commonwealth. Specifically, and as part of NHTSA's regional campaign, Virginia officials agreed to conduct at least one sobriety checkpoint every single week between July 4, 2002 and January 4, 2003 as part of the Checkpoint Strikeforce initiative.

The impetus behind this highly focused, zero tolerance law enforcement effort is the fact that as is occurring nationally, drunk driving is on the rise in Virginia.



Members of the Virginia State Police and Capitol Police stage a mock sobriety checkpoint for members of the media to launch Virginia's Checkpoint Strikeforce campaign.

In fact, 2001 Virginia figures cite increased alcohol-related traffic fatalities, crashes as well as the number of persons found guilty of drunk driving in the Commonwealth. In 2001 alone, 28,044 drivers were convicted (not just arrested) for driving under the influence in Virginia.

In addition to the statewide law enforcement component of the Checkpoint Strikeforce campaign, Virginia distinguished its pro-safety effort by supporting the same with a landmark, multi-faceted, public education and awareness effort.

Directed by WRAP and bolstered by more than a half-million dollars in grant funding from Virginia's Department of Motor Vehicles (DMV), WRAP enlisted the support of the nonprofit Virginia Association of Broadcasters in this effort. In addition, the public affairs firm Strat@comm, the Richmond-based Rainmaker recording studios and Andres McKenna, a research organization, were also brought in to produce a research-based, effective and measurable public education and awareness complement to Virginia's Checkpoint Strikeforce campaign.

Following the conducting of a statewide survey of 800 adult Virginians finding out their attitudes about — and awareness of — drunk driving and sobriety checkpoints (including a survey breakout of 21 to 35 year-olds), a series of creative radio ads was designed and produced specifically targeting 21 to 35 year-old Virginians — an audience over-represented in alcohol-related fatal car crashes.

(continued on page 6)

HOLIDAY SOBERRIDE EFFORT RINGS-IN A SAFE NEW YEAR'S WITH RECORD NUMBERS

“808 Use SoberRide on New Year’s Eve” read *The Washington Post* headline (1-3-03) in reporting on WRAP’s efforts to remove more than 800 would-be drunk drivers from Greater Washington’s roadways on New Year’s Eve (8 pm - 4 am) alone this winter. This unparalleled level of ridership (which is a near doubling of WRAP’s New Year’s Eve ridership in either of the last two years) translates into plucking a potential drunk driver off of this area’s highways every 36 seconds on New Year’s Eve.



2002 Holiday Campaign co-host Loudoun County Sheriff Stephen Simpson (at podium) gathers area law enforcement leaders to demonstrate their unified fight against impaired driving at the launch of WRAP’s 2002 Holiday SoberRide program.

In addition, and beyond DUI / DUI arrests, the region reported “no major (drunk driving) incidents” on New Year’s Eve reported *The Washington Times* (1-2-03). Beyond New Year’s Eve, WRAP’s 2002 Holiday SoberRide program proved its most successful ever as 2,731 local residents availed themselves of WRAP’s free cab ride service to prevent drunk driving. This record level of ridership represents a 61% increase from 2001 holiday numbers and a 20% increase from the then record ridership number in 2000. More impressive yet, WRAP provided more SoberRides in the last three weeks of 2002 than in all of the previous year.

The annual winter SoberRide program operated between 8:00 pm and 4:00 am each evening Friday, December 13, 2002 through Thursday, January 2, 2003 as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During the evening hours between December 13th and January 2nd, Washington-metropolitan area residents celebrating with alcohol called the toll-free SoberRide phone number 1-800-200-TAXI and were afforded a no-cost (up to \$ 50 fare), safe way home. (AT&T Wireless users could call #TAXI for the same service.)

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George’s; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William. In these areas, local taxicab companies provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

“The sad facts are that drunk driving is on the rise in the Washington-metropolitan area,” said Nick Champeau, WRAP’s Chairman. “In its simplest terms, the region’s SoberRide program aims to reverse this trend by removing drunk drivers from our shared roadways.”

Since 1993 alone, WRAP’s SoberRide program has provided 21,937 free cab rides to would-be impaired drivers in the Greater Washington area.

Sponsors of the 2002 Holiday SoberRide campaign included AT&T Wireless, Anheuser-Busch, Enterprise Rent-A-Car, GEICO Direct, Red Top Cab and the Washington Area New Automobile Dealers Association.

Participating taxicab companies included: Alexandria Yellow Cab, Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George’s County; Taxi Transportation Services; and Yellow Cab of Prince William County. ■



Master of Ceremonies Jan Fox of WUSA-TV (l) and NBC4’s Wendy Rieger (r) humor WRAP Board members Officer Leo Cabrales (background)(Arlington County Police Department) and George Pakidis (Red Top Cab) at the kick-off of WRAP’s 2002 Holiday SoberRide.

(Photos courtesy of Loudoun County Sheriff’s Office)

WRAP HELPS CHECKPOINT STRIKEFORCE DRIVE IN IMPRESSIVE NUMBERS *(continued from page 5)*

Working with 25 radio stations throughout the state – and involving state and local law enforcement partners to record local tag-lines at the end of each radio spot – 9,000 professionally-produced Checkpoint Strikeforce radio ads were broadcast throughout Virginia over the four month period between August and December 2002. In addition, a separate Checkpoint Strikeforce radio campaign was conducted in the northern part of Virginia in partnership with the District of Columbia Department of Transportation and the Maryland Highway Safety Office.

Virginia’s WRAP-produced Checkpoint Strikeforce garnered attention outside the state, as well, as it earned a prestigious Gold Award from the 2002 International Mercury Awards, a prestigious public relations industry awards program.

In addition to paid media coverage, Virginia’s Checkpoint Strikeforce campaign garnered impressive earned media coverage including more than four-million print impressions, over two-dozen radio interviews throughout Virginia and reaching more than two-million television viewers via the airing of nearly 60 broadcast stories on Checkpoint Strikeforce throughout the state.

(continued on page 11)

WRAP APPOINTMENTS

WRAP bettered its regional leadership role this past year with three distinct governmental appointments.

In August 2002 and on the eve of the 20th anniversary of then Virginia Governor Charles Robb's (D) formation of a state commission to address the issue of drunk driving in the Commonwealth — current Virginia Governor Mark Warner (D) has appointed a Task Force to Combat Driving Under the Influence of Drugs and Alcohol of which WRAP has been named a member.

The Governor's appointed task force — which will “assess current efforts in combating driving under the influence and make recommendations for new strategies including initiatives that address high-risk populations” — will include representation by WRAP in the form of the organization's Chairman, Nick Champeau.

In addition, WRAP will be unofficially well represented on this 42-member task force (which includes several General Assembly members) as organization friends also appointed by Governor Warner include WRAP's Immediate Past Chairman Lon Anderson (AAA Mid-Atlantic) amongst other WRAP friends.

Virginia's new Task Force to Combat Driving Under the Influence of Drugs and Alcohol began its work immediately, provided an interim report prior to the 2003 General Assembly session and will provide a final report no later than June 2003.

In the fall of 2002, WRAP was also appointed to both the Fairfax County Oversight Committee on Drinking and Driving as well as to Loudoun County's Advisory Commission on Youth.

After long serving in an unofficial capacity distinct by providing General Assembly updates, WRAP was appointed to the Fairfax County committee which serves as an advisory group to the county's Board of Supervisors on impaired driving issues in the county of nearly one-million residents.

Loudoun's Youth Commission advises the County's Office on Youth and the Board of Supervisors on youth-related issues. The Board-appointed body also serves as a forum for community concerns in Loudoun County. This appointment is a key role for WRAP's mission to deter and prevent underage drinking as Loudoun is: the fastest growing county in Virginia; the second fastest growing county in the nation; a locality served by WRAP where nearly one-third of its residents is under the age of 19. ■

ANHEUSER-BUSCH DONATES \$ 37,000 TO FIGHT DRUNK DRIVING IN GREATER WASHINGTON

U.S. brewery giant Anheuser-Busch made a giant investment of its own in the fight against drunk driving and underage drinking by recently donating \$37,000 to WRAP.

The St. Louis, Missouri-based Anheuser-Busch Companies, along with their Greater Washington distributors, presented a \$ 37,000 to WRAP at the organization's launch of its 2002 holiday free cab ride service for would-be drunk drivers, SoberRide.

“Anheuser-Busch is proud of its long and rewarding partnership with WRAP,” said Robert Freihaut, the company's Director of Wholesaler and Retailer Development.

“Today's investment in the fight against drunk driving recognizes that community-based alcohol awareness and education programs such as SoberRide work,” continued Freihaut.

According to WRAP, 106 Washington-metro area residents died in alcohol and drug-related traffic crashes in 2001 and 12,731 arrests were made for drunk driving.

Anheuser-Busch's corporate contribution to WRAP will help underwrite the non-profit organization's popular SoberRide program which, since 1993 alone, has provided 21,937 no-cost taxi rides home to area residents who otherwise may have driven drunk. ■



WRAP Chairman Nick Champeau (l) accepts a \$ 37,000 check from Anheuser-Busch's Carol Huebner and Robert Freihaut. The check was presented at WRAP's 2002 Holiday Campaign kick-off.

ENTERPRISE RENT-A-CAR DONATES \$ 15,000 TO FIGHT DRUNK DRIVING IN METRO-AREA



Enterprise Rent-A-Car's President and General Manager Ed McCarty (l) presents a \$ 15,000 check to (l to r) WRAP's George Pakidis, Kurt Erickson and Jeff Levy.

On the day often associated with fright, the Rockville, Maryland office of Enterprise Rent-A-Car and Fleet Services attempted to remove fear from the Washington-metropolitan area's roadways by donating \$ 15,000 to WRAP.

Enterprise Rent-A-Car's contribution to WRAP coincided with the alcohol-education group's launch of its 2002 Halloween SoberRide program, a free cab ride service for would-be drunk drivers in Greater Washington.

"Enterprise Rent-A-Car and Fleet Services is proud of its teaming with WRAP," said Ed McCarty, President & General Manager of the car rental firm's Rockville office. "Our working partnership has translated into drunk driving fatalities in the Washington-metropolitan area declining for the last two decades and safer roads for all of us."

"Thanks to community groups like WRAP, law enforcement officials, businesses, the media and especially concerned citizens who have used SoberRide, significant progress has been made nationally and in the greater Washington area in the fight against drunk driving," continued McCarty. ■

2003 GEICO STUDENT AWARD APPLICATIONS DUE

Applications for WRAP's 2003 GEICO Student Awards program are due Friday, March 21, 2003.

WRAP's annual student awards, now in their 11th year, are presented to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers. The popular awards – traditionally judged by the Metropolitan Council of Governments' (COG) Drug Prevention and Education Committee in tandem with WRAP - are annually presented to just one student group in each of the Greater Washington counties and or cities served by WRAP (Arlington, District of Columbia, Fairfax, Loudoun, Montgomery, Prince George's and Prince William).

In addition to attending a Washington, D.C. awards ceremony, winning student groups receive \$500 each from GEICO Direct to further their efforts in keeping their peers on the right track.

A 2003 WRAP Student Awards Application can be found on the organizations web site at www.wrap.org/GEICO-2003application.doc or by contacting WRAP at 703-893-0461 or via e-mail at wrap@wrap.org. ■

WRAP JOINS MARYLAND LT. GOVERNOR IN ANNOUNCING STATE'S NEW DRUNK DRIVING LAWS



WRAP President Kurt Gregory Erickson (at podium) joins then Maryland Lieutenant Governor Kathleen Kennedy Townsend at a Montgomery County news conference on September 27, 2002 to announce Maryland's newest drunk driving laws. Bills becoming Maryland law effective September 30, 2002 included those increasing penalties for repeat drunk drivers, disallowing open containers of alcohol in the passenger area of motor vehicles and making the too often alcohol-related crime of hit & run a felony. In addition to participating law enforcement professionals, the Bethesda-Chevy Chase Rescue Squad news conference also featured (seated l to r): Kennedy Townsend, Erickson, Senator Brian Frosh (D), and U.S. Representative Christopher Van Hollen (D-MD). ■

WRAP COMMEMORATES ITS 20TH YEAR AT ANNUAL MEETING

Buoyed by that same day's apprehension of the alleged suspects in the Greater Washington area's sniper investigation, WRAP – and especially its law enforcement partners – commemorated its 20th year of fighting impaired driving and underage drinking at its Annual Luncheon Meeting & WRAPPY Awards ceremony in October.

Held in a packed ballroom on October 24, 2002 at Maggiano's Little Italy in Washington, D.C., WRAP began its third decade in good company as it was joined by MADD-National President Wendy Hamilton, Maryland Senator Ida G. Ruben (D) and Delegate Bill Bronrott (D) amongst others in the organization's effort to recognize individuals and businesses leading the fight against drunk driving and teen drinking.



2002 Public Service Award recipient Delegate Bill Bronrott (D-Montgomery County) accepts his honor from WRAP's (l to r) President Kurt Gregory Erickson and Chairman Nick Champeau.

Specifically, WRAP's Chairman Nick Champeau presented 2002 WRAPPY Awards that day to:

- ❑ **2002 Public Partnership Award:** National Highway Traffic Safety Administration, Region III; District of Columbia Department of Transportation; Maryland Highway Safety Office; and Virginia Department of Motor Vehicles.
- ❑ **2002 Corporate Sponsor Award:** AT&T Wireless; Enterprise Rent-A-Car; ExxonMobil; GEICO Direct; and the Washington Area New Automobile Dealers Association.
- ❑ **2002 Corporate Partnership Award:** Anheuser-Busch And Local Distributors.
- ❑ **2002 Law Enforcement Award:** Montgomery County Department of Police's Alcohol Initiatives Unit.
- ❑ **2002 Media Partner Award:** Jan Fox, WUSA-TV
- ❑ **2002 Community Partnership Award:** GEICO Direct; and Red Top Cab
- ❑ **2002 Public Service Award:** Maryland Delegate Bill Bronrott (D)
- ❑ **2002 Chairman's Award:** Ed McCarty

In addition, WRAP's Board of Directors unanimously reelected the following officers: Nick Champeau, Chairman; John Undeland, Vice Chairman; Fred Valentine, Treasurer; Leisa Weir, Secretary;

Lon Anderson, Immediate Past Chairman as well as elected Janice Minshall to its Board.

Sponsors of WRAP's 2002 Annual Meeting included the American Plastics Council, Diageo, PAS Systems, PEPCO and UPN 20. Door prizes awarded that day were generously donated by Maggiano's, Red Sage and the Restaurant Association of Metropolitan Washington. ■



WRAP Board members George Pakidis (l) and Chairman Nick Champeau gather with Program Manager Emily DeTitta prior to WRAP's 2002 Annual Meeting.



MADD-National President Wendy Hamilton addresses the packed ballroom at WRAP's 2002 Annual Meeting.



Accepting accolades for corporate support of WRAP is AT&T Wireless' Frank Iovino (center) flanked by (l to r) WRAP's President Kurt Erickson and Chair Nick Champeau.

(Photos courtesy of GEICO Direct)

NEARLY DOUBLE RIDERSHIP FOR HALLOWEEN SOBERRIDE PROGRAM

Ridership for WRAP's 2002 Halloween SoberRide program increased by an impressive 90% in 2002 as 331 area residents availed themselves of this lifesaving service.

For its hours of operation during the fall holiday, this record level of ridership translates into WRAP removing a would-be drunk driver from Greater Washington's roadways every 105 seconds.

WRAP's Halloween SoberRide program was in operation from 8:00 pm, Thursday, October 31, 2002 (Halloween) through 4:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During this eight-hour period beginning on October 31st, area residents celebrating with alcohol called the toll-free SoberRide phone number 1-800-200-TAXI and were afforded a no-cost (up to a \$ 50 fare), safe way home.

AT&T Wireless users could use #-TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

"The scary facts are that more people are killed by drunk drivers on Halloween in this country than on New Year's Eve or New Year's Day," said George Pakidis, WRAP Board member and Chairman of the nonprofit organization's SoberRide Committee. "During Halloween, one-out-of-three U.S. traffic deaths involve alcohol."

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's Halloween SoberRide offering include: AT&T Wireless, Anheuser-Busch, Enterprise Rent-A-Car, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association.

More information about WRAP's SoberRide initiative can be found at www.soberride.com. ■



WRAP Board members Lt. Patrick Burke (l) (Metropolitan Police Department, MPD) and Lon Anderson (r) (AAA Mid-Atlantic) gather with MPD Assistant Chief Ronald Monroe prior to the news conference launch of WRAP's 2002 Halloween SoberRide initiative.

WRAP HELPS MADD LAUNCH LOUDOUN EVENT



WRAP President Kurt Gregory Erickson (third from right) joins fellow speakers at the Loudoun County, Virginia chapter of MADD's launching of its 2002 "Tie One on for Safety" campaign. The November 18, 2002 news event in Leesburg's Town Hall also featured (l to r): Virginia Senator William C. Mims (R-Leesburg), Leesburg Mayor Kirsten Umstadd, Leesburg Police Captain Joseph Price, MADD Loudoun President Susan Cleveland, Erickson, former Fairfax County Police Officer Suzanne Williams and the Dulles Greenway's Dan Sullivan.

(Photo courtesy of Roy Cleveland, PC Designs)

ARLINGTON SOBRIETY CHECKPOINT SUPPORTED BY WRAP

WRAP helped support the Arlington County Police Department's third-annual, Labor Day sobriety checkpoint. More than a dozen driving under the influence (DUI) arrests were made during this evening effort as well as the issuing of 22 summonses and the same number of arrests for various violations including for violating Virginia's Alcohol Safety Action Program and possession of marijuana. WRAP secured sporting memorabilia from its partners the Washington Wizards and Washington Mystics to provide to law enforcement professionals deployed in the evening initiative. Pictured at the sobriety checkpoint are (l to r), Arlington County Police Department (ACPD) Lieutenant Robert Medeiros, WRAP President Kurt Erickson and ACPD Deputy Chief Rebecca Hackney. ■



CORPORATE DONATIONS JULY 1, 2002 THROUGH DECEMBER 31, 2002

Chairman's Club: \$10,000 and over

AT&T Wireless

Enterprise Rent-A-Car

Corporate Platinum: \$5,000 to \$9,000

Corporate Gold: \$1,000 to \$4,900

American Plastics Council

AOL

Beer Institute

Diageo

Interstate Worldwide

PAS Systems International

Philip Morris

Reed Smith

Safeway, Incorporated

The Washington Post

United Way

Washington Wizards

Corporate Silver: \$500 to \$999

AAA Mid-Atlantic

The Hartford

Corporate Bronze: \$100 to \$499

E. A. Green and Associates

Ireland Four Courts

Irish Times Restaurant

Pat Troy's Restaurant

Washington Area New Automobile

Dealers Association

West* Group

CALENDAR OF EVENTS

March TBD, 2003

News Conference launch of 2003 St. Patrick's Day SoberRide Campaign, Washington, D.C.

March 16-17, 2003

2003 St. Patrick's Day SoberRide Campaign

Sunday, March 16, 2003

2003 District of Columbia St. Patrick's Day Parade, Washington, D.C.

Friday, March 21, 2003

WRAP 2003 GEICO Student Award Applications Due

Friday, April 25, 2003

2003 GEICO Student Awards, MCI Center, Washington, D.C.

May 14, 2003

2003 Moment of Silence

July 4, 2003

2003 Independence Day SoberRide Campaign

WRAP HELPS CHECKPOINT STRIKEFORCE DRIVE IN IMPRESSIVE NUMBERS

(continued from page 6)

Virginia officially launched its Checkpoint Strikeforce campaign at a State Capitol news conference on August 27, 2002. Speakers that day included both Virginia Secretary of Public Safety John Marshall and Secretary of Transportation Whitt Clement as well as Chief of Staff to the Governor William Leighty, Virginia State Police Superintendent Lt. Colonel Gerald Massengill and DMV Commissioner Asbury Quillan. In addition, that day Virginia State Police and Capitol Police officials conducted a mock sobriety checkpoint giving members of the media insight as to what occurs during one of Virginia's weekly sobriety checkpoints.

For more information on Virginia's Checkpoint Strikeforce campaign, visit WRAP's web site at www.wrap.org/checkpoint.html. ■



Showcasing its new offices and welcoming ten new Board members, WRAP held an Open House & Luncheon on July 25, 2002. Sponsored by both Enterprise Rent-A-Car and the Washington Area New Automobile Dealers Association, guests included (l to r) Maryland Highway Safety Office's Annie Powell and WRAP Board member Sylvia Berglie (ExxonMobil).

WRAP Hosts Open House



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