



For Immediate Release
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HALLOWEEN DRUNK DRIVING IS A DEAD END

***Expect Checkpoints and Saturation Patrols throughout Greater Washington Region;
SoberRide® Runs Halloween Night, Friday, October 31***

With alcohol playing a part in nearly half of Halloween highway fatalities, ensuring the party doesn't hit Washington area roadways is the goal of the *Checkpoint Strikeforce* campaign. And with Halloween falling on a Friday, this year's holiday period is particularly dangerous as costumed partiers will be celebrating from dusk till dawn throughout the holiday weekend. Targeted checkpoints and saturation patrols are taking place in the Halloween haunts of D.C. as well as throughout Northern Virginia and suburban Maryland.

After a 15-percent rise in alcohol-related fatalities in Washington, D.C. last year, police are increasing their efforts to curb drunk driving. Since July 2008, Washington, D.C.'s Metropolitan Police Department has conducted 27 checkpoints and have made nearly 1,000 DUI and DWI arrests.

"Drunk driving is never a way home, it is a dead end," said Assistant Chief Patrick Burke, Special Operations Division, Metropolitan Police Department. "That's why the entire region's law enforcement community is mobilizing this Halloween to deter motorists from driving under the influence and to arrest those who do."

On Halloween night itself, Friday, October 31, the nonprofit Washington Regional Alcohol Program's (WRAP) *SoberRide* offers Halloween revelers a practical alternative to drinking and driving. The free cab ride service throughout the greater Washington, D.C. region will be available from 10:00 p.m. to 6:00 a.m. on Halloween night. Since 1993, WRAP's *SoberRide* initiative has provided 41,010 free cab rides to would-be impaired drivers.

"There absolutely is no excuse for getting behind the wheel drunk when celebrating on Halloween," said Kurt Erickson, WRAP's President and who also serves as the project director of the region's *Checkpoint Strikeforce* campaign. "*SoberRide* is easy, it's free and since its inception in 1993, it has removed more than 41,000 would-be drunk drivers from area roadways."

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Checkpoint Strikeforce

The region-wide *Checkpoint Strikeforce* campaign, which combines proactive public education and stepped-up enforcement, effectively erases borders between jurisdictions in fighting drunk driving. In the District of Columbia, the campaign is supported by a grant from the District Department of Transportation.

Listen to the 2008 Checkpoint Strikeforce ads and get more information at <http://www.checkpointstrikeforce.net/educate.html>

SoberRide

The Washington Regional Alcohol Program is pleased to offer *SoberRide* once again for the Greater Washington area this Halloween. Service will be offered Friday, October 31, from 10:00 pm to 6:00 am. To receive a free cab ride home (up to a \$50.00 fare); call 800-200-TAXI (8294). Participants must be 21 or older to use the *SoberRide* service. For more information, go to: www.soberride.com.