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NEARLY 300 SOBERRIDES PROVIDED ON JULY 4TH IN GREATER WASHINGTON

*INCREASE IN PROGRAM USE REMOVES 'WOULD-BE
DRUNK DRIVER EVERY 77-SECONDS' LAST NIGHT*

Washington, D.C., July 5th – The Washington-metropolitan area's SoberRide[®] program provided 282 free cab rides home to would-be drunk drivers this Independence Day.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2013 Independence Day SoberRide[®] program began yesterday, July 4th at 10:00 pm, and continued until 4:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

“For SoberRide’s[®] hours of operation this Independence Day, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington’s roadways every 77-seconds [76.59 secs.],” said Kurt Gregory Erickson, WRAP’s President.

Last night’s ridership bests that of last year’s Independence Day SoberRide[®] campaign when 215 persons used WRAP’s free cab ride service rather than possibly driving home impaired. (For the last five years [2008 - 2012], the average SoberRide[®] ridership for WRAP’s Independence Day campaign has totaled 242 persons. Last night’s ridership represented a more than 31-percent [31.16%] increase in ridership from last year’s July 4th offering.)

WRAP annually offers its SoberRide[®] program on St. Patrick’s Day, Independence Day, Halloween and mid-December through New Year’s Eve.

During last night’s six-hour Independence Day period, area residents celebrating with alcohol could call the toll-free SoberRide[®] phone number 1 – 800 – 200 – TAXI and be afforded a no-cost (up to a \$ 30 fare), safe way home. AT&T wireless customers could dial # - WRAP 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.

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 Independence Day SoberRide[®] offering included Anheuser-Busch, AT&T, Diageo, GEICO, Giant Food, MillerCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America 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; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C. metropolitan region. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average.

Since 1993, WRAP's SoberRide[®] program has provided 58,272 free cab rides home to would-be drunk drivers in the Greater Washington area. SoberRide[®] is a registered trademark of the nonprofit Washington Regional Alcohol Program.

For more information, visit www.soberride.com.

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