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NEARLY 1,900 USE GREATER WASHINGTON SOBERRIDE PROGRAM THIS HOLIDAY SEASON

LOCAL ANTI-DUI EFFORT REMOVES WOULD-BE DRUNK DRIVER FROM DC- AREA ROADWAYS EVERY 62-SECONDS ON NEW YEAR'S EVE, ALONE

Washington, DC, Jan. 1 – Nearly 1,900 persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, this holiday season as opposed to possibly driving home drunk.

“For its hours of operation on New Year's Eve alone, this level of ridership translates into SoberRide removing a would-be drunk driver from Greater Washington's roadways every 62-seconds,” said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the nonprofit organization conducting the region's SoberRide effort.

WRAP's most recent holiday SoberRide offering – which concluded at 6:00 am this morning after kicking-off and running nightly since December 13, 2013 – provided 1,877 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Nearly 500 (463) utilized the Washington-metropolitan area service last night (New Year's Eve) alone. (During last New Year's Eve [2012], a comparative 387 persons used WRAP's SoberRide program.)

The most recent holiday SoberRide program operated between 10:00 pm and 6:00 am for 19 consecutive evenings as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that period, Washington-metropolitan 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.)

Since 1993 alone, WRAP's SoberRide program has provided 60,453 free cab rides to would-be impaired drivers in the Greater Washington area.

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.

Sponsors of the 2013 Holiday SoberRide campaign include: Anheuser-Busch, AT&T, Diageo, GEICO, Giant Food, MillersCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

Participating taxicab companies include: 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-metropolitan area. 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.

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

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