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LOCAL CAB-COP CAR WINS VIRGINIA GOVERNOR'S 2013 TRANSPORTATION SAFETY AWARD

***GREATER WASHINGTON ANTI-DUI VEHICLE TOUTED AS EFFECTIVE REMINDER
OF CELEBRANTS' CHOICES OF TRANSPORTATION WHEN THE NIGHT IS OVER***

Richmond, VA, June 20 – The Washington-metropolitan area's cab-cop car, an innovative and specially-outfitted motor vehicle launched last fall as a means of deterring impaired driving in Greater Washington, was awarded Virginia Governor's Transportation Safety Award today at a ceremony in Richmond, Virginia.



(PHOTOS OF VEHICLE AT: <http://www.wrap.org/files/ChooserCruiser.html>)

The vehicle, nicknamed the "Chooser Cruiser," is a joint initiative between the Arlington County Police Department, Arlington's Red Top Cab and WRAP – the latter being the organization that coordinates the Washington-metropolitan area's popular free cab ride service to prevent drunk driving, SoberRide®.

The Virginia Governor's Transportation Safety Award is the Commonwealth's top transportation safety honor and recognizes "individuals and organizations who have made contributions to transportation safety in Virginia. The awards recognize accomplishments in the public and private sector by individuals, state and local governments, federal agencies, the military, businesses and organizations that promote transportation safety." The "Chooser Cruiser" won the Virginia Governor's Transportation Safety Award in the category of "Impaired Driving."*

The bestowing of this honor took place at this afternoon's 2013 Virginia Governor's Transportation Safety Award luncheon in Virginia's State Capitol in Richmond, Virginia.

The operable and tactical four-wheeled vehicle can only be described as a hybrid taxicab / police cruiser as while the front of the Ford Crown Victoria is an Arlington County police car (including being outfitted with real police lights), the rear of the vehicle is a yellow cab with the decaled message, "choose your ride."

The region's cab-cop car – which has the support of all of Greater Washington's major law enforcement agencies including having their police badges adorning the hood of the Chooser Cruiser – is piloted by the Arlington County Police Department who position the vehicle in various public sites to remind viewers of the need for safety during the upcoming holiday season.

“This purposefully stark vehicle is a poignant reminder that, as every drunk driving incident is 100-percent preventable, people have a choice in how they’re transported at the end of an evening,” said Kurt Gregory Erickson, WRAP President.

The development of the “Chooser Cruiser” was a public-private undertaking with Arlington’s Red Top Cab donating both the Ford Crown Victoria (a retired Red Top Cab taxicab) as well as the vehicle’s “make-over” and the Arlington County Police Department donating both police lights from a retired cruiser along with operational oversight of the vehicle including its current transport to a number of highly-visible locations.

Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program (www.wrap.org) 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 (next offered on Independence Day [10:00 pm on July 4th until 4:00 am on July 5th]) can be found at www.soberride.com.

* More information here:
http://www.dmvnow.com/general/news/pressReleases/#/Recent_News