

CONTACT: Kurt Gregory Erickson
President

PHONE: W. 703/893-0461
MOBILE. 703/625-2303

FOR IMMEDIATE RELEASE

November 1, 2013

**OVER 300 SOBERRIDES PROVIDED ON
HALLOWEEN IN GREATER WASHINGTON**

*LOCAL PROGRAM REMOVES 'WOULD-BE DRUNK
DRIVER EVERY 71-SECONDS' LAST NIGHT*

Washington, D.C., Nov. 1 – Last night's local SoberRide® program provided 304 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween SoberRide® program began last night 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 period.

“For SoberRide’s hours of operations this Halloween, last night’s ridership translated into the removal of a would-be drunk driver from Greater Washington’s roadways every 71-seconds,” said Kurt Gregory Erickson, WRAP’s President.

Last night's ridership nearly doubled that for WRAP's Halloween program last year when 157 persons in the Washington-metropolitan area used SoberRide® rather than possibly driving home impaired.

According to the National Highway Traffic Safety Administration, 52-percent of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.*

During SoberRide's six-hour period this Halloween, area residents ages 21 and older and 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 users could call #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 Halloween SoberRide[®] offering included: Anheuser-Busch, AT&T, Diageo, Giant Food, MillersCoors, Red Top Cab of Arlington, 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.

Since 1993, alone, WRAP's *SoberRide* program has provided 58,576 free cab rides home to would-be impaired drivers in the Greater Washington area.

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 can be found at www.soberride.com.

(WRAP's next and Holiday SoberRide[®] campaign runs 10:00 pm to 6:00 am nightly from December 13, 2013 through January 1, 2014.)

***Source: National Highway Traffic Safety Administration, see:**
<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Halloween/2013+Talking+Points>

#