



For Immediate Release
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DON'T LET HALLOWEEN FUN TURN INTO A KILLER
Sobriety Checkpoints Throughout Greater Washington Out In Force;
Local SoberRide Running Halloween Night, Wednesday, October 31

Washington, D.C. — For many young adults, Halloween is a time for parties full of fun and often alcohol. Ensuring the party doesn't hit the road is the goal of the *Checkpoint Strikeforce* campaign, which will be cracking down on drunk driving throughout the region.

After achieving a 36-percent decrease in alcohol-related fatalities in Washington, D.C. in 2006, one of the largest drops in the nation, law enforcement are staying steadfast in their efforts to curb drunk driving. Since July 2007, Washington, D.C.'s Metropolitan Police Department has conducted 22 checkpoints and have made more than 1,000 DUI and DWI arrests.

Since Halloween falls on a Wednesday, this year's holiday period is particularly dangerous as costumed partiers will be celebrating from the preceding weekend through October 31. In addition to targeted checkpoints and saturation patrols in the Halloween haunts of D.C., police are partnering with regional neighbors for border-to-border checkpoints.

"When the party takes to the roadways, too often the result is tragic," 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 both deter motorists from driving under the influence and arresting those who do."

Checkpoint Strikeforce polling of Greater Washington area drivers conducted in 2007 indicates a primary concern of the target audience of young males is the fear that they may kill or injure others if they drive impaired. Consequently, the campaign's centerpiece is hard-hitting radio ads that leverage this motivation by asking of listeners whether they are planning to kill someone if they drink and drive.

On Halloween night itself, Wednesday, October 31, the 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 8:00 p.m. to 4:00 a.m. on Halloween night.

"There absolutely is no excuse for getting behind the wheel drunk when celebrating on Halloween," said Kurt Erickson, President and Chief Executive Officer of WRAP 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 37,000 would-be drunk drivers from the road."

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SoberRide

The Washington Regional Alcohol Program is pleased to offer *SoberRide* once again for the Greater Washington area this Halloween. Service will be offered Wednesday, October 31, from 8:00 pm to 4:00 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.wrap.org

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. The campaign is supported by a grant from the National Highway Traffic Safety Administration.

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