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NEARLY 700 USE SOBERRIDE **ON NEW YEAR'S**

LOCAL ANTI-DUI EFFORT REMOVES 697 'WOULD-BE DRUNK DRIVERS' FROM GREATER WASHINGTON'S ROADWAYS

Washington, DC, Jan. 1 – Six-hundred-and-ninety-seven (697) persons in the Washington-metropolitan area used the free cab ride service, *SoberRide*, last night (New Year's Eve) as opposed to possibly driving home drunk.

“For its hours of operation, this level of ridership translates into SoberRide removing a would-be drunk driver from Greater Washington’s roadways every 41-seconds this New Year’s Eve,” said Kurt Gregory Erickson, President of the Washington Regional Alcohol Program, the McLean, Virginia-based, non-profit 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 8, 2006 – provided 2,706 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

This most recent holiday *SoberRide* program operated between 10:00 pm and 6:00 am each evening over this more than three-week period as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that time, 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 \$ 50 fare), safe way home. (Cingular customers could call #-TAXI for the same service.)

Last night’s ridership represented the second-highest for *SoberRide*’s history of New Year’s Eve offerings (following 2002’s record 808 rides provided on that year’s New Year’s Eve evening).

Since 1993 alone, WRAP's *SoberRide* program -- a past recipient of Virginia's Governor's Award for Transportation Safety -- has provided 36,979 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.

Sponsors of the 20065 Holiday *SoberRide* campaign included Anheuser-Busch, Cingular, Enterprise Rent-A-Car, GEICO, Giant Food Inc., Red Top Cab 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; Taxi Transportation Services; and Yellow Cab of Prince William County.

Founded in 1982, the 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.

For more information, visit WRAP's web site at **www.wrap.org**.

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