

CONTACT: Kurt Gregory Erickson
President

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

FOR IMMEDIATE RELEASE:
November 1, 2009

LOCAL HALLOWEEN **SOBERRIDE SUCCESS**

LOCAL PROGRAM REMOVES 'WOULD-BE DRUNK DRIVER EVERY 63 SECONDS' LAST NIGHT

Washington, D.C., Nov. 1 – Last night's Halloween *SoberRide* program provided 515 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 (Halloween) at 10:00 pm and continued until 6:00 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 operation this Halloween, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 63-seconds," said Kurt Gregory Erickson, WRAP's President.

Last night's level of ridership was the second highest for Halloween according to WRAP and since the organization began its *SoberRide* program in 1993. The 515 *SoberRides* provided this Halloween was surpassed only by a three-night *SoberRide* offering in 2005 and when a record 579 Greater Washington area persons took advantage of the free cab ride service to deter drunk driving.

During *SoberRide's* eight-hour period this Halloween, 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 \$ 50 fare), safe way home. AT&T wireless users could call #-TAXI 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.

(more)

11.1.09 wrap release;
page two

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, Enterprise Rent-A-Car Foundation, Red Top Cab of Arlington 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 44,635 free cab rides home to would-be impaired drivers in the Greater Washington area.

Founded in 1982, the 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.

#