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## **FREE HALLOWEEN CAB RIDES** **OFFERED IN WASHINGTON-METRO AREA** **TO THWART DRUNK DRIVING**

**SCARY FACT: ***OVER HALF (58%) OF ALL HALLOWEEN TRAFFIC DEATHS IN U.S. CAUSED BY DRUNK DRIVERS\******

**Washington, D.C., Oct. 16** – As a means of making the Washington-metropolitan area’s roadways a little less frightening this Halloween, free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Saturday, October 31<sup>st</sup>.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween *SoberRide* program will be in operation beginning at 10:00 pm on Saturday, October 31<sup>st</sup> and operate until 6:00 am on Saturday, November 1<sup>st</sup> as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During this eight-hour period, area residents ages 21 and older and celebrating with alcohol may 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 can call **#-TAXI** for the same service. Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

***“The scary fact is that more than half of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers,”*** said Kurt Gregory Erickson, WRAP’s President.

(more)

10.16.09 wrap release;  
page two

*SoberRide* is 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 include: 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 include: 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 44,120 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](http://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](http://www.soberride.com).

\* Source: National Highway Traffic Safety Administration, see:  
<http://www.stopimpaireddriving.org/planners/halloween09/media/TalkingPoints-enf.doc>

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