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GREATER WASHINGTON
SOBERRIDE EFFORT TEMPORARILY SUSPENDED
TONIGHT DUE TO SNOW

WEATHER SUSPENDS THIS EVENING'S ANTI-DUI, FREE CAB SERVICE

Washington, DC, Dec. 19 – Organizers of the Washington-metropolitan area's holiday-oriented and free cab ride service to prevent drunk driving, *SoberRide*, said today that due to the region's continuing snow storm, this evening's (10:00 pm to 6:00 am) holiday *SoberRide* program has been temporarily suspended.

Operated by the the nonprofit Washington Regional Alcohol Program (WRAP), the annual winter *SoberRide* program has been operating between 10 pm and 6 am each evening since December 11, 2009 and is scheduled to continue until and including New Year's Eve (December 31, 2009).

However, due to Greater Washington's current snow storm, WRAP officials said that -- like Metro with its above ground stations and in concert with the state of emergencies declared by the District of Columbia's Mayor along with Maryland and Virginia's Governors -- the area's weather is impeding its ability to safely provide this particular evening's anti-DUI community service.

"We'd like to advocate that would-be drunk drivers designate a driver this evening or find alternative forms of transportation but as a traffic safety organization, we'd simply encourage prospective drunk drivers to do us all a favor and just say home tonight," said Kurt Gregory Erickson, WRAP's President.

WRAP's *SoberRide* program is offered as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. Traditionally and during the evening hours between December 11th and January 1st, Washington-metropolitan area residents celebrating with alcohol may call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to \$ 50 fare), safe way home. (AT&T wireless customers can dial #-TAXI for the same service.)

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12.19.09 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. In these areas, local taxicab companies will be providing this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Since 1993 alone, WRAP's *SoberRide* program has provided 44,635 free cab rides to would-be impaired drivers in the Greater Washington area.

Sponsors of the 2009 Holiday *SoberRide* campaign include Anheuser-Busch, AT&T, Diageo, Enterprise Rent-A-Car Foundation, GEICO, Giant Food Inc., Red Top Cab 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.

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, D.C. metropolitan region. 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**.

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