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

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 the evening of Saturday, October 30th.**

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 30th and operate until 6:00 am on Sunday, October 31st as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. (WRAP’s scheduling of its *SoberRide* program on the Saturday night prior to Halloween is purposeful and is in tandem with that evening’s adult-oriented Halloween events.)

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 \$ 30 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 new \$ 30 fare cap is being instituted by the charity operating the region’s *SoberRide* program (the previous *SoberRide* fare cap was \$ 50) and corresponds to the fact that the majority of last year’s *SoberRide* fares were under thirty-dollars.**
SoberRide users are responsible for any amount of a *SoberRide* cab fare above \$ 30.

“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.

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 48,727 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.

*** Source: National Highway Traffic Safety Administration, see:**
<http://www.stopimpaireddriving.org/planners/Halloween2010/media/TalkingPoints-sn.doc>

**** Percent of FY 2009-10 *SoberRide* fares under \$ 30:**
66%

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