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NEARLY 1,000 USE GREATER WASHINGTON SOBERRIDE PROGRAM ON NEW YEAR'S EVE

*LOCAL ANTI-DUI EFFORT POSTS RECORD RIDERSHIP
WHILE REMOVING A "WOULD-BE DRUNK DRIVER" FROM DC-
AREA ROADWAYS EVERY 30-SECONDS LAST NIGHT*

Washington, DC, Jan. 1 – Nearly 1,000 (967) 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 30-seconds last night," said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region's *SoberRide* effort.

Last night's *SoberRide* use also represented record ridership for the anti-DUI program for New Year's Eve. The 967 *SoberRides* provided last night shattered the previous record of New Year's Eve ridership going back to 2002 when 808 *SoberRides* were provided on the evening of December 31st that year.

WRAP's most recent holiday *SoberRide* offering – which concluded at 6:00 am this morning after kicking-off and running nightly since December 17, 2010 – provided **2,530 total**, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

The most recent holiday *SoberRide* program operated between 10:00 pm and 6:00 am each evening for over two weeks as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that period, 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 a \$ 30 fare), safe way home. (AT&T wireless customers could dial #-TAXI for the same service.)

Since 1993 alone, WRAP's *SoberRide* program has provided 51,718 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. In these areas, local taxicab companies provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of the 2010 Holiday *SoberRide* campaign included Anheuser-Busch, AT&T, Diageo, Enterprise Rent-A-Car Foundation, GEICO, Giant Food Inc., Red Top Cab, Volkswagen Group of America 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.

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.

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

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