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## **WRAP COMMEMORATES 29TH YEAR IN FIGHTING DRUNK DRIVING AND UNDERAGE DRINKING**

### ***GREATER WASHINGTON INDIVIDUALS AND ORGANIZATIONS LAUDED FOR THEIR COMMUNITY SERVICE***

Washington, DC, October 21 – The nonprofit Washington Regional Alcohol Program (WRAP) commemorated its 29th year fighting drunk driving and underage drinking today during its 2011 Annual Luncheon Meeting and WRAPPY Awards ceremony held in the ballroom of Maggiano's Little Italy in Washington, D.C.

In the last twelve months alone, WRAP highlights include the organization:

- removing 3,649 would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, *SoberRide* including reaching *SoberRide's* "50,000th customer served" milestone during the most recent Holiday *SoberRide* campaign;
- reaching nearly 7,000 Greater Washington high school students with WRAP's multi-media outreach program, *Alcohol Awareness for Students*;
- celebrating the 19th year of WRAP's esteemed GEICO Student Awards program awarding to-date over \$ 52,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers;
- successfully helping to lead Virginia's efforts to enact legislation both doubling the driver's license suspension period for teens operating motor vehicles on the Commonwealth's roadways with virtually any amount of alcohol in their systems and making such crime a Class 1 misdemeanor;
- spearheading the region's *Checkpoint Strikeforce* campaign driving down alcohol-related traffic fatalities in the District of Columbia, Maryland and Virginia;
- and inaugurating a number of new programmatic initiatives including WRAP's: regional limo training to enhance the safety and well-being of teens, transportation company owners and chauffeurs during Greater Washington's prom and graduation season; as well as, with WRAP partners AAA Mid-Atlantic and the National Capital Coalition to Prevent Underage Drinking, the regional

youth event, “Know Your Facts – Shatter the Myths” offering Washington-metropolitan area teens an interactive and educational event about alcohol and drug use.

In addition to that day’s speaker, the former Administrator of the Maryland State Highway Administration, Neil Pedersen, WRAP bestowed the following honors:

**2011 Community Champion Award**

- AT&T
- RED Top Cab of Arlington
- GEICO
- Army Substance Abuse Program at Joint Base Myer-Henderson Hall
- Glory Days Grill
- AAA Mid-Atlantic
- The Trauma and Outreach Program at Washington Hospital Center
- Kevin Reilly with Alexandria Hyundai

**2011 Law Enforcement Award**

- United States Park Police

**2011 Youth Leadership Award**

- Joanne Read, SADD Club advisor at Eleanor Roosevelt High School in Prince George’s County, Maryland

**2011 Media Partnership Award**

- Robert Thomson, “Dr. Gridlock”, *The Washington Post*

**2011 Public Service Award**

- Senator Dave Marsden, Virginia 37th District

**2011 Chairman’s Award**

- Dana Gigliotti, Maryland Highway Safety Office

**2011 Public Partnership Award**

- District of Columbia Department of Transportation
- Maryland Highway Safety Office
- Virginia Department of Motor Vehicles

**2011 Corporate Sponsorship Award (contributing \$5,000 or more to WRAP in fiscal year 2011):**

- Anheuser-Busch
- AT&T
- Beer Institute
- Century Council
- Charmer Sunbelt Group
- ExxonMobil
- GEICO
- MillerCoors

- Restaurant Association Metropolitan Washington
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

### **2011 Corporate Partnership Award**

- Diageo

Sponsors of WRAP's 2011 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, The Century Council, Charmer Sunbelt Group, the McAndrew Company, LifeSaver Interlock, PAS Systems International, Strat@comm and Chris Tavlarides.

Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program 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. WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, *SoberRide*.

For more information, visit WRAP's web site at **[www.wrap.org](http://www.wrap.org)**.

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