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FOR IMMEDIATE RELEASE
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FREE HALLOWEEN CAB RIDES **OFFERED IN WASHINGTON-METRO AREA** **TO THWART DRUNK DRIVING**

NEARLY HALF OF ALL HALLOWEEN TRAFFIC DEATHS **IN U.S. CAUSED BY DRUNK DRIVERS**

Washington, DC, October 14 – 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 29th.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween *SoberRide* program will be in operation at 10:00 pm on Saturday, October 29th and operate until 6:00 am on Sunday, October 30th 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 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.

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.

“The scary fact is that nearly half (48%) of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers,” said Kurt Gregory Erickson, WRAP's President.*

Sponsors of this year's Halloween *SoberRide* offering include: Anheuser-Busch, AT&T, Diageo, MillersCoors/Premium Distributors of Washington, D.C., Red Top Cab of Arlington, Restaurant Association Metropolitan Washington, Volkswagen Group of America 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, WRAP's *SoberRide* program has provided 52,376 free cab rides home to would-be drunk drivers in the Greater Washington area.

Founded in 1982, the nonprofit [501(c)(3)] 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.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Halloween/Talking+Points>

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