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OVER 2,000 USE GREATER WASHINGTON SOBERRIDE PROGRAM THIS HOLIDAY SEASON

LOCAL ANTI-DUI EFFORT REMOVES WOULD-BE DRUNK DRIVER FROM DC-AREA ROADWAYS EVERY FOUR MINUTES

Washington, DC, Jan. 1 – Over 2,000 persons in the Washington-metropolitan area used the free cab ride service, *SoberRide*, this holiday season 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 four minutes this holiday season,” said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s *SoberRide* effort.

WRAP’s most recent holiday *SoberRide* offering – which concluded at 6:00 am this morning after kicking-off and running nightly since December 16, 2011 – provided 2,032 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Nearly 400 (396) utilized the Washington-metropolitan area service last night (New Year’s Eve) alone.

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 54,873 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 2011 Holiday *SoberRide* campaign include: Anheuser-Busch, AT&T, Diageo, GEICO, MillersCoors/Premium Distributors of Washington, D.C., Red Top Cab, 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.

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.

More information about WRAP's *SoberRide* initiative can be found at **www.soberride.com**.

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