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DC-AREA SOBERRIDE PROGRAM
SAFELY TRANSPORTS HOME 465 ADULT
REVELERS ON HALLOWEEN

*LOCAL PROGRAM REMOVES 'WOULD-BE DRUNK
DRIVER EVERY SINGLE MINUTE' LAST NIGHT*

Washington, D.C., Oct. 30 – Last night's *SoberRide* program provided 465 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween *SoberRide* program began last night at 10:00 pm and continued until 6:00 am today 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 was purposeful and was in tandem with yesterday evening's adult-oriented Halloween events.)

"For SoberRide's hours of operations this Halloween, last night's ridership translated into the removal of a would-be drunk driver from Greater Washington's roadways every single minute (61.93 seconds) last night," said Kurt Gregory Erickson, WRAP's President.

Last night's *SoberRide* ridership eclipsed that for last Halloween (2010) when 461 persons in the Washington-metro area used the anti-drunk driving service.

According to the National Highway Traffic Safety Administration, nearly half (48%) of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.*

During *SoberRide's* eight-hour period this Halloween, area residents ages 21 and older and 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 users could call #-TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

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.

Sponsors of this year's Halloween *SoberRide* offering included: 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 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.

Since 1993, alone, WRAP's *SoberRide* program has provided 52,841 free cab rides home to would-be impaired 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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