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WRAP COMMEMORATES 30TH YEAR IN FIGHTING DRUNK DRIVING AND UNDERAGE DRINKING

GREATER WASHINGTON INDIVIDUALS AND ORGANIZATIONS LAUDED FOR THEIR COMMUNITY SERVICE

Washington, DC, October 19 – The nonprofit Washington Regional Alcohol Program (WRAP) commemorated its 30th year fighting drunk driving and underage drinking today during its 2012 Annual Luncheon Meeting and WRAPPY Awards ceremony held at The Hamilton in Washington, D.C.

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

- removing 3,318 would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, *SoberRide*, including the posting of record ridership for this year's St. Patrick's Day campaign when 606 persons in the Washington-metropolitan area used WRAP's SoberRide service rather than possibly driving home impaired;
- reaching over 7,000 Greater Washington residents with WRAP's innovative health education programs including over 4,300 area high school students with WRAP's multi-media outreach program, *Alcohol Awareness for Students*;
- celebrating the 20th year of WRAP's esteemed GEICO Student Awards program awarding to-date over \$ 55,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers;
- successfully helping to lead the District of Columbia's efforts to enact legislation increasing the penalties for DUI in the city and paving the way for the reinstallation of D.C.'s breathalyzer program; and, in Virginia, helping to successfully champion the enactment of legislation requiring proven effective technology for *all* persons convicted of DUI in that state;
- and spearheading the region's 11th-annual Checkpoint Strikeforce campaign resulting in downward trending alcohol-related traffic fatalities in each the District of Columbia, Maryland and Virginia with each locality outpacing national trends in this same arena.

In addition to featuring today's keynote speaker, the Administrator of the National Highway Traffic Safety Administration, David L. Strickland, WRAP bestowed the following honors:

2012 Community Champion Award

- Cleary Gottlieb Steen & Hamilton LLP

2012 Community Partnership Award

- AT&T
- Red Top Cab of Arlington
- Metropolitan Washington Council of Governments

2012 Law Enforcement Award

- Prince George's County Police Department

2012 Youth Leadership Award

- GEICO

2012 Media Partnership Award

- Andrea McCarren, WUSA 9

2012 Public Service Award

- District of Columbia's Office of the Attorney General

2012 Chairman's Award

- Butch Letteer, Virginia Highway Safety Office

2012 Public Partnership Award

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

2012 Corporate Sponsorship Award (contributing \$5,000 or more to WRAP in fiscal year 2012):

- AT&T
- Beer Institute
- Century Council
- Diageo
- ExxonMobil
- GEICO
- Giant Food
- MillerCoors
- Restaurant Association Metropolitan Washington
- State Farm
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

2012 Corporate Partnership Award

- Anheuser-Busch and Local Distributers

Sponsors of WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, The Century Council, Charmer Sunbelt Group, the McAndrew Company, LifeSafer, 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**.

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