

CONTACT: Kurt Gregory Erickson
President

PHONE: W. 703/893-0461
MOBILE. 703/625-2303

FOR IMMEDIATE RELEASE
October 8, 2012

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

MORE THAN 40-PERCENT OF ALL HALLOWEEN TRAFFIC DEATHS IN U.S. CAUSED BY DRUNK DRIVERS

Washington, DC, October 8 – 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 Wednesday, October 31st.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween *SoberRide*® program will be in operation at 10:00 pm on Wednesday, October 31st and operate until 4:00 am on Thursday, November 1st, as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During this six-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 **#WRAP** 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 attempt 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 more than 40-percent* 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, Giant, MillerCoors, 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 55,694 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+2012>

###