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**FOR IMMEDIATE RELEASE**  
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**FREE HOLIDAY CAB RIDES OFFERED**  
**THROUGHOUT GREATER WASHINGTON**  
**TO THWART DRUNK DRIVING**

**Washington, DC, Dec. 3** – Combating that time of year classified by U.S. Government officials as one of the deadliest times\* on America’s roadways due to an increase in drunk driving, a local nonprofit organization announced today that free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area during the winter holidays.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the annual Holiday *SoberRide* program will operate between **10:00 pm and 6:00 am each evening between Friday, December 14, 2012 and Tuesday, January 1, 2013** as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During the evening hours, between December 14<sup>th</sup> and January 1<sup>st</sup>, Washington-metropolitan area residents celebrating with alcohol may call the toll-free *SoberRide* phone number **1-800-200-TAXI** and be afforded a no-cost (up to \$ 30 fare), safe way home. (AT&T wireless users can dial **#WRAP** for the same service.)

***“Last December, over 2,000 (2,032) Greater Washington residents did the right thing and availed themselves of this lifesaving service rather than possibly driving home impaired,”*** said Kurt Gregory Erickson, WRAP’s President. ***“For SoberRide’s hours of operation during just last New Year’s Eve, such ridership (396) translated into the removal of a would-be drunk driver from our shared roadways every 72-seconds.”***

*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. In these areas, local taxicab companies will be providing this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Since 1993, WRAP’s *SoberRide* program has provided 55,851 free cab rides home to would-be drunk drivers in the Greater Washington area.

Sponsors of the 2012 Holiday *SoberRide* campaign include: Anheuser-Busch, AT&T, Diageo, GEICO, Giant, MillersCoors, 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](http://www.soberride.com)**.

*\*Source: National Highway Traffic Safety Administration, see: <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Holiday+Season>*

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