

CONTACT: Kurt Gregory Erickson
President

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

FOR IMMEDIATE RELEASE
June 11, 2012

FREE JULY 4TH CAB RIDES
OFFERED IN GREATER WASHINGTON
TO PREVENT DRUNK DRIVING

***NEARLY 40-PERCENT OF ALL JULY 4TH TRAFFIC
DEATHS ARE CAUSED BY DRUNK DRIVERS***

Washington, D.C., June 11 – In response to Independence Day being that U.S. holiday when nearly 40-percent (39%, source: NHTSA) of all traffic deaths are alcohol-related,* a local nonprofit group will be offering free cab rides to would-be drunk drivers throughout the Washington-metropolitan area this Fourth of July.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Independence Day *SoberRide* program will be in operation beginning at 10:00 pm on Wednesday, July 4th and continue until 4:00 am the following day (7/5) as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this six-hour period, 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 a \$ 30 fare), safe way home.

“For the last decade and for its hours of operation, WRAP’s Independence Day SoberRide program has averaged the removal of a would-be drunk driver from Greater Washington’s roadways every two-and-a-half minutes,” said Kurt Gregory Erickson, WRAP’s President.

Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have attempted 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.

Sponsors of this year's Independence Day *SoberRide* offering include Anheuser-Busch, AT&T, Diageo, ExxonMobil, GEICO, Giant Food, MillerCoors, 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.

Commemorating its 30th year in 2012, 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, D.C. metropolitan region. 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.

Since 1993, WRAP's *SoberRide* program has provided 55,479 free cab rides home to would-be drunk drivers in the Greater Washington area. *SoberRide*® is a registered trademark of the nonprofit Washington Regional Alcohol Program.

For more information, visit www.soberride.com.

* Source: National Highway Traffic Safety Administration, see: <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/4th+of+July>

#