

**CONTACT:** Kurt Gregory Erickson  
President

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

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## **OVER 600 SOBERRIDES PROVIDED ON ST. PATRICK'S DAY IN GREATER WASHINGTON**

### ***RECORD ST. PAT'S RIDERSHIP REMOVES 'WOULD-BE DRUNK DRIVER EVERY 71-SECONDS' LAST NIGHT***

Washington, D.C., Mar. 18 – The Washington-metropolitan area's *SoberRide* program provided a record 606 free cab rides home to would-be drunk drivers this St. Patrick's Day.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2012 St. Patty's Day *SoberRide* program began yesterday (St. Patrick's Day) and continued until 6:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

**"For *SoberRide's* hours of operation this St. Patrick's Day, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 71-seconds,"** said Kurt Gregory Erickson, WRAP's President.

During this 12-hour period, area residents 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.

Last night's record ridership for WRAP's St. Patrick's Day *SoberRide* program broke the then record of 603 free cab rides home provided during St. Patrick's Day 2007 (as well as last year's St. Pat's ridership of 547).

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* 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 St. Patrick's Day *SoberRide* offering included Anheuser-Busch, AT&T, Diageo, MillerCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

In addition, seven of the Washington-metropolitan area's better-known Irish restaurants have also united to ensure a safe St. Patrick's Day celebration this year by sponsoring *SoberRide*. These dining establishments include: The Dubliner Restaurant & Pub (DC); Fadó (DC); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); Martin's Tavern est. 1933 (DC); Murphy's Grand Irish Pubs (DC & VA); and Siné Irish Pub (VA).

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.

Commemorating its 30<sup>th</sup> 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.

For more information, visit [www.soberride.com](http://www.soberride.com).

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