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**FOR IMMEDIATE RELEASE**  
October 10, 2013

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

***MORE THAN HALF OF ALL HALLOWEEN TRAFFIC  
DEATHS IN U.S. CAUSED BY DRUNK DRIVERS***

**Washington, DC, October 10** – 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 Thursday, October 31<sup>st</sup>.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween SoberRide® program will be in operation at 10:00 pm on Thursday, October 31<sup>st</sup> and operate until 4:00 am on Friday, November 1<sup>st</sup>, 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 customers can dial # - 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 half (52%\*) 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 58,272 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](http://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](http://www.soberride.com)**.

\*Source: National Highway Traffic Safety Administration, see: <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Halloween/2013+Talking+Points>

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