

CONTACT: Kurt Gregory Erickson
President

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

FOR IMMEDIATE RELEASE
February 28, 2014

FREE ST. PATRICK'S DAY CAB
RIDES OFFERED IN GREATER WASHINGTON
TO THWART DRUNK DRIVING

*NEARLY HALF OF ALL ST. PATRICK'S DAY TRAFFIC
DEATHS IN U.S. CAUSED BY DRUNK DRIVERS*

Washington, D.C., Feb. 28 – Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration (NHTSA), nearly half (47%) of all U.S. traffic deaths are caused by alcohol-impaired drivers*, **free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Monday, March 17, 2014 (St. Patrick's Day).**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2014 St. Patty's Day SoberRide® program will be in operation beginning at 4:00 pm on Monday, March 17th and continue until 4:00 am on Tuesday, March 18th as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this 12-hour period, area residents celebrating with alcohol may call the toll-free SoberRide® phone number **1-800-200-TAXI** (8294) 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 have attempted to drive home after drinking.

“On Saint Patrick's Day, nearly half of all U.S. traffic deaths are caused by drunk drivers,” said Kurt Gregory Erickson, WRAP's President.

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.

Last St. Patrick's Day (2013), over 200 (212) persons in Greater Washington used WRAP's SoberRide® service rather than possibly driving home impaired.

Sponsors of this year's St. Patrick's Day SoberRide® offering include Anheuser-Busch, Diageo, Giant, MillerCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

In addition, nine 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); Finnegan's Sports Bar (VA); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); Martin's Tavern Est. 1933 (DC); Murphy's Grand Irish Pub (DC & VA); Rí Rá Irish Pub (DC & VA); and Siné Irish Pub (VA).

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, 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 60,453 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit **www.soberride.com**.

**Source: NHTSA ("In 2012, during the St. Patrick's Holiday period, 47-percent of the motor vehicle traffic fatalities involved an alcohol impaired driver.")*

#