

CONTACT: Kurt Gregory Erickson
President

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

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FREE INDEPENDENCE DAY CAB
RIDES OFFERED THROUGHOUT GREATER
WASHINGTON TO CURB DRUNK DRIVING

DRUNK DRIVERS CAUSE NEARLY HALF OF
ALL U.S. TRAFFIC DEATHS ON JULY 4TH

Washington, D.C., June 11 – Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration, 44-percent 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 Friday, July 4th (Independence Day).

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Fourth of July SoberRide[®] program will be in operation beginning at 10:00 pm on Friday, July 4th (Independence Day) and continue until 4:00 am the following day 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.

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 would have attempted to drive home after drinking.

“On Independence 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 Independence Day (2013), nearly 300 (282) persons used WRAP's SoberRide[®] service rather than possibly driving home impaired.

Sponsors of this year's Independence Day SoberRide[®] offering include AAA Mid-Atlantic, Anheuser-Busch, Diageo, Enterprise Rent-A-Car, the Foundation for Advancing Alcohol Responsibility, Giant Food Inc., 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.

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 60,565 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit www.soberride.com.

**NHTSA source:*

<http://www.trafficsafetymarketing.gov/newtsm/id-july4th/2014/2014july4th-FactSheet-enf.doc>

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