

**CONTACT:** Kurt Gregory Erickson  
President

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

**FOR IMMEDIATE RELEASE**

January 1, 2015

## **NEARLY 1,200 USE LOCAL SOBERRIDE PROGRAM THIS HOLIDAY SEASON**

### ***GREATER WASHINGTON FREE CAB SERVICE TO PREVENT DUI REMOVES WOULD-BE DRUNK DRIVER EVERY 68-SECONDS LAST NIGHT (NEW YEAR'S EVE)***

**Washington, DC, Jan. 1** – Nearly 1,200 persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, this holiday season as opposed to possibly driving home drunk.

***“For its hours of operation on New Year's Eve alone, this level of ridership translates into SoberRide removing a would-be drunk driver from Greater Washington's roadways every 68-seconds,”*** said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the nonprofit organization conducting the region's SoberRide effort.

WRAP's most recent holiday SoberRide offering – which concluded at 6:00 am this morning after kicking-off and running nightly since December 12, 2014 – provided a total of 1,180 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Over 400 (420) persons utilized the Washington-metropolitan area service last night (New Year's Eve) alone. (During last New Year's Eve [2013], a comparative 463 persons used WRAP's SoberRide program. 387 persons used the program on New Year's Eve in 2012.)

The most recent holiday SoberRide program operated between 10:00 pm and 6:00 am each evening between Friday, December 12, 2014 and Thursday, January 1, 2015 as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that time, Washington-metropolitan 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 \$ 30 fare), safe way home. (AT&T wireless users could dial #WRAP for the same service.)

Since 1993, WRAP's SoberRide program has provided 62,182 free cab rides home to would-be drunk drivers in the Greater Washington area.

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. In these areas, local taxicab

companies will be providing this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of this year's Holiday SoberRide offering included: AAA Mid-Atlantic, Anheuser-Busch, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Foundation for Advancing Alcohol Responsibility, Giant Food, 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 included: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Northern Virginia Checker Cab; 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-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)**.

#