

CONTACT: Kurt Gregory Erickson
President

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

FOR IMMEDIATE RELEASE
March 18, 2014

SNOW FOILS LOCAL **SOBERRIDE PROGRAM**

GREATER WASHINGTON ANTI-DUI EFFORT HOWEVER STILL TRANSPORTS OVER 100 ON ST. PAT'S

Washington, D.C., Mar. 18 – While yesterday's snow put a damper on area St. Patrick's Day activities including the Washington-metropolitan area's SoberRide® program, the anti-DUI effort still provided 112 free cab rides home to would be drunk drivers last night.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2014 St. Patrick's Day SoberRide program began at 4:00 pm yesterday (St. Patrick's Day) and continued until 4:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"Despite the snow and for its hours of operation, WRAP's 2014 St. Patrick's Day SoberRide program, on average, still removed a would-be drunk driver from Greater Washington's roadways every six-and-a-half minutes," said Kurt Gregory Erickson, WRAP's President.

Ridership for the charity's St. Patrick's Day SoberRide offering over the last decade has averaged 447 free cab rides to persons whom otherwise may have driven home drunk.

During last night's 12-hour period, area residents celebrating with alcohol could 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 could dial # WRAP for the same service.

Since 1993, WRAP's SoberRide program has provided 60,565 free cab rides home to would-be drunk drivers in the Greater Washington area.

Local taxicab companies throughout the Washington-metropolitan area provided 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, 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 also united to ensure a safe St. Patrick's Day celebration this year by sponsoring SoberRide. These dining establishments included: 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 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.

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.

For more information, visit www.wrap.org.

#