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AREA NONPROFIT LOOKING TO
HONOR WASHINGTON-METRO TEENS FOR
THEIR FIGHT AGAINST DRUNK DRIVING

AWARDS PROGRAM TO HONOR LOCAL STUDENT
GROUPS DOING “THE RIGHT THING”

***** APPLICATION DEADLINE MARCH 23RD FOR APRIL 2015 AWARDS EVENT *****

Washington, D.C., March 3 – A local alcohol-education group is looking to award Washington-metropolitan area high school student groups with honors for their efforts in fighting underage drinking.

Calling it recognition of high school students “doing the right thing,” the nonprofit Washington Regional Alcohol Program (WRAP) will be presenting its 2015 GEICO Student Awards at a regional awards ceremony in April and is accepting applications for the honors through Monday, March 23, 2015.

(2015 application available online at <http://www.wrap.org/files/youthOutreach.htm>. There is no cost to enter the regional competition.)

The GEICO Student Awards, now in their 23rd year, are annually presented by WRAP to high school student groups in the District of Columbia, in the Maryland counties of Montgomery and Prince George’s and in the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and whom are promoting alcohol and drug-free lifestyles to their peers.

The popular awards – including cash prizes up to \$ 1,000 -- are judged by a panel of area substance abuse prevention professionals including representatives from local traffic safety organizations and prevention coalitions.

Student groups are judged on their leadership, effectiveness, innovation and involvement of both the student body and community in their efforts to prevent underage drinking. Activities of past winning groups have included a variety of creative initiatives including: signing “pledges” to refrain from alcohol and drug use during prom season; active

use of social media to promote healthy lifestyles; organizing alcohol-free teen social events; and reenactments demonstrating the devastating effects of alcohol.

WRAP will present this year's GEICO Student Awards at a regional ceremony on Tuesday, April 21, 2015 at Maggiano's Little Italy in Washington, D.C. and where entering student groups will be feted with a complementary lunch, interactive activities, information sharing and guest speakers. Winning student groups will receive both plaques and monetary awards from GEICO to have the student groups continue their efforts of keeping their peers on the right track.

Last year's winning school groups included: Eleanor Roosevelt High School's Students Against Destructive Decisions Club, Prince George's County, Maryland (1st Place Tie); Unified Prevention Coalition's Youth Council, Fairfax County, Virginia (1st Place Tie); Fairfax High School's Fairfax Against Substance Abuse, Fairfax County, Virginia (2nd Place); and Academy of the Holy Cross' Students Against Destructive Decisions Club, Montgomery County, Maryland (3rd Place).

“According to National Highway Traffic Safety Administration figures, over a quarter (28%) of all teen drivers killed in fatal crashes in the U.S. in 2012 had been drinking,” said Kurt Gregory Erickson, WRAP's President. ***“Winners of WRAP's GEICO Student Awards represent the front line in the fight against underage drinking in Greater Washington and we commend their efforts in this far from won battle.”***

Founded in 1982, the 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. WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, SoberRide®.

For more information, visit WRAP's web site at www.wrap.org.

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