

CONTACT: Kurt Gregory Erickson
President

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

FOR IMMEDIATE RELEASE
March 18, 2015

NEARLY 200 USE LOCAL SOBERRIDE **PROGRAM ON ST. PATRICK'S DAY**

GREATER WASHINGTON ANTI-DUI EFFORT REMOVES WOULD-BE DRUNK DRIVER FROM AREA ROADWAYS EVERY FOUR MINUTES

Washington, D.C., Mar. 18 – Nearly 200 persons in the Washington-metropolitan area used the free cab service, SoberRide®, this St. Patrick's Day as opposed to possibly driving home drunk.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2015 St. Patty'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.

During this time, SoberRide provided a total of 190 free cab rides to persons ages 21 and older in Greater Washington who otherwise may have attempted to drive home after drinking.

“For SoberRide's hours of operation this St. Patrick's Day, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington's roadways every four minutes,” said Kurt Gregory Erickson, WRAP's President.

During this 12-hour period, 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 a \$ 30 fare), safe way home.

Last night's ridership bested that for last year's St. Patrick's Day SoberRide campaign when 112 persons used the drunk driving prevention service. (In 2013, 212 persons used WRAP's St. Pat's program.)

District of Columbia Mayor Muriel Bowser (D) helped launch the local free cab ride service at a Washington, D.C. event on Monday.

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.

Since 1993, WRAP's SoberRide program has provided 62,372 free cab rides home to would-be drunk drivers in the Greater Washington area.

Sponsors of this year's St. Patrick's Day 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.

In addition, eight 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); 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.soberride.com.

#