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OVER 160 USE INAUGURAL CINCO DE MAYO SOBERRIDE PROGRAM

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

Washington, D.C., May 6 – Over 160 persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, this Cinco de Mayo as opposed to possibly driving home drunk.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the inaugural, 2015 Cinco de Mayo SoberRide program began at 4:00 pm yesterday (Cinco de Mayo) 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 164 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 Cinco de Mayo, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington’s roadways nearly every four minutes,” said Kurt Gregory Erickson, WRAP’s President.

Comparatively, 190 persons used WRAP’s St. Patrick’s Day SoberRide program this March.

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.

WRAP’s Cinco de Mayo campaign effort was the charity’s first new holiday SoberRide offering in nearly two decades. The organization offers its SoberRide program on St. Patrick’s Day, Independence Day, Halloween and the winter holidays leading up to and including New Year’s Eve.

During the 2013 Cinco de Mayo holiday period, 41-percent of all U.S. traffic deaths involved drunk drivers according to the National Highway Traffic Safety Administration.*

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 Cinco de Mayo SoberRide campaign included AAA Mid-Atlantic, Anheuser-Busch, Constellation Brands, 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.

Since 1993, WRAP's SoberRide program has provided 62,536 free cab rides home to would-be drunk drivers in the Greater Washington area.

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**.

***Source: NHTSA (6 pm May 4, 2013 to 5:59 am May 6, 2013):**

<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Buzzed+Driving+is+Drunk+Driving/Cinco+de+Mayo/2015+Fact+Sheet>

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