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FOR IMMEDIATE RELEASE
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FREE HALLOWEEN CAB RIDES **OFFERED IN WASHINGTON-METRO AREA** **TO THWART DRUNK DRIVING**

NEARLY HALF OF ALL HALLOWEEN TRAFFIC ***DEATHS IN U.S. CAUSED BY DRUNK DRIVERS***

Washington, DC, October 12 – As a means of making the Washington-metropolitan area’s roadways a little less frightening this Halloween, **free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on the evening of Saturday, October 31st.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the Halloween SoberRide® program will be in operation at 10:00 pm on Saturday, October 31st and operate until 4:00 am on Sunday, November 1st, as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During this six-hour period, area residents ages 21 and older celebrating with alcohol may 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. AT&T wireless customers can dial #WRAP for the same service.

Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may attempt to drive home after drinking.

SoberRide® is 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.

“The scary fact is that nearly half (43%*) of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers,” said Kurt Gregory Erickson, WRAP’s President.

Sponsors of this year's Halloween SoberRide® offering include: 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 include: 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.

Last Halloween's (2014) SoberRide® program provided nearly 300 (278) free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

Since 1993, WRAP's SoberRide® program has provided 62,773 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 (www.wrap.org) 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**.

***Source: National Highway Traffic Safety Administration, see:**
<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Buzzed+Driving+is+Drunk+Driving/Halloween/2015+Talking+Points>

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