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## **GREATER WASHINGTON ANTI-DUI GROUP** **URGES SAFETY ON SUPER BOWL SUNDAY**

### ***DUI DEATHS DOWN IN U.S. BUT UP IN DC & VA***

**Falls Church, VA, Jan. 19** – While the teams, site and time have been finalized, a local anti-drunk driving organization is urging the public to also develop a game plan to prevent drunk driving during this year's "Super Bowl Sunday."

During Super Bowl Sunday 2012, over a third (38%) of all traffic fatalities occurring in the U.S. involved alcohol-impaired drivers according to the National Highway Traffic Safety Administration (NHTSA).\*

In addition, 2013 data released by the federal agency last month shows that while alcohol-impaired driving fatalities (where a driver had a blood alcohol concentration of .08 g/dl or higher) decreased nationally by 2.5-percent, such highway deaths increased in both the District of Columbia (100%) and Virginia (22%).\*\* Alcohol-impaired driving fatalities decreased in Maryland by 13-percent.

***"With over a third of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it's important to have a game-plan to beat this too often deadly opponent,"*** said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program (WRAP), a 33-year-old public-private partnership combating drunk driving.

The Falls Church-based organization has issued a number of "safe celebrating" tips (below) to prevent drunk driving during "Super Bowl Sunday," scheduled for February 1, 2015. However, the nonprofit emphasizes that even those not drinking during the game can help deter drunk driving by both reporting suspected drunk drivers as well as by buckling-up.

***"Even if you have every confidence in your own ability to not drive impaired, that confidence doesn't extend to the next driver,"*** said Erickson. ***"Motorists in Greater Washington whom suspect that they are sharing a roadway with an impaired driver should report such by safely dialing 911 in the District of Columbia or Maryland and #77 in Virginia."***

***"And while you often hear, correctly, that wearing a seatbelt may be your best defense against a drunk driver, the true bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries."***

For those hosting or attending Super Bowl parties, WRAP's tips to prevent drunk driving include:

- **Planning ahead and designate a driver** if you're celebrating with alcohol.
- **Using alternative transportation** like taxi cabs.
- **Being a responsible host by:**
  - ✓ **Not serving anyone who appears to be impaired.**
  - ✓ **Serving food with alcohol** (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body's alcohol absorption rate).
  - ✓ **Using a non-carbonated base in alcoholic punches** (the body absorbs alcohol faster when mixed with carbonation).
  - ✓ **Serving non-alcoholic beverages** as an option.
  - ✓ **Never serving minors.**
  - ✓ **Closing the bar at least an hour before the event's end.**
  - ✓ **Designating a bartender / don't let guests mix their own drinks.**
  - ✓ **And never allowing impaired guest to get behind the wheel.**

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](http://www.wrap.org)**.

\* <http://www.nhtsa.gov/About+NHTSA/Press+Releases/2014/Consumer+Advisory:+Celebrate+Super+Bowl+XLVIII+Responsibly>

\*\*<http://www-nrd.nhtsa.dot.gov/Pubs/812101.pdf>