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OVER 400 SOBERRIDES PROVIDED ON HALLOWEEN IN GREATER WASHINGTON

LOCAL PROGRAM REMOVES ‘WOULD-BE DRUNK DRIVER EVERY 61-SECONDS’ LAST NIGHT

Washington, D.C., Nov. 1 – The Washington-metropolitan area’s SoberRide® program provided 412 free cab rides home to would-be drunk drivers this Halloween.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2015 Halloween SoberRide® program began at 10:00 pm yesterday, October 31st (Halloween), and continued until 4:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

“For SoberRide’s® hours of operation this Halloween, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington’s roadways every 61-seconds last night,” said Kurt Gregory Erickson, WRAP’s President.

Last night’s ridership bested that for last year’s Halloween SoberRide® campaign when 278 persons used the drunk driving prevention service.

WRAP annually offers its SoberRide® program on St. Patrick’s Day, Cinco de Mayo, Independence Day, Halloween and mid-December through New Year’s Eve.

During last night’s seven-hour Halloween period (inclusive of the daylight saving time “additional” hour), 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. AT&T wireless customers could dial #WRAP for the same service.

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 Halloween SoberRide® offering 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 63,185 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit www.soberride.com.

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