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OVER 200 USE LOCAL SOBERRIDE PROGRAM ON CINCO DE MAYO

***GREATER WASHINGTON ANTI-DUI EFFORT REMOVES WOULD-BE DRUNK
DRIVER FROM AREA ROADWAYS NEARLY EVERY THREE-MINUTES LAST NIGHT***

Washington, D.C., May 6 – Two-hundred-and-twenty-five (225) persons in the Washington-metropolitan area used the free cab ride service, SoberRide®, last night (Cinco de Mayo) through early this morning as opposed to possibly driving home drunk.

“For its hours of operation on Cinco de Mayo, this level of ridership translates into SoberRide® removing a would-be drunk driver from Greater Washington’s roadways nearly every three-minutes,” said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s SoberRide® effort.

WRAP’s 2016 Cinco de Mayo SoberRide® campaign – the second year of the charity’s first new holiday SoberRide® offering in nearly two decades (WRAP also 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) -- 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 12-hour period, area residents celebrating with alcohol could call the toll-free SoberRide® phone number 1–800–200–TAXI (8294) and be afforded a no-cost (up to a \$ 30 fare), safe way home.

Last night’s ridership bested that for last year’s inaugural Cinco de Mayo SoberRide® campaign when 164 persons used the drunk driving prevention service. Since 1993, WRAP’s SoberRide® program has provided 65,116 free cab rides home to would-be drunk drivers in the Greater Washington area.

Local taxicab companies throughout the Washington-metropolitan area provide 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, Glory Days Grill, 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.

Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program (WRAP) is a coalition of diverse interests using effective education, innovative programs and targeted advocacy to end alcohol-impaired driving and underage drinking in the Washington, DC metro area. Through public education, innovative health education programs and advocacy, WRAP is credited with historically keeping the metro-Washington area's alcohol-related traffic deaths lower than the national average.

For more information, visit **www.soberride.com**.

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