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WEATHER DAMPENS LOCAL **JULY 4TH SOBERRIDE EFFORT**

LOCAL PROGRAM STILL SUCCEEDS IN REMOVING ‘WOULD BE DRUNK DRIVER EVERY FOUR MINUTES’ LAST NIGHT

Washington, D.C., July 5 – Last night’s weather not only dampened many local firework displays but so too the Washington-metropolitan area’s July 4th SoberRide® program.

The local SoberRide® program provided 103 free cab rides home to would-be drunk drivers this Independence Day (below the more than 245 average rides for this annual Independence Day, anti-drunk driving effort*).

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the 2016 Independence Day SoberRide® program began yesterday, July 4th, at 10:00 pm and continued until 4:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

“Even with last night’s rain and for its hours of operation this July 4th, SoberRide, on average, still removed a would-be drunk driver from Greater Washington’s roadways every four minutes,” said Kurt Gregory Erickson, WRAP’s President.

During SoberRide’s six-hour period this Independence Day, 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. 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 Independence Day SoberRide® campaign included AAA Mid-Atlantic, Anheuser-Busch, Brown-Forman, 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.

Since 1993, WRAP's SoberRide® program has provided 65,219 free cab rides home to would-be drunk drivers in the Greater Washington area. *(The charity also offers its SoberRide® program on St. Patrick's Day, Cinco de Mayo, Halloween and the winter holidays leading up to and including New Year's Eve.)*

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

* Average Independence Day SoberRide® ridership (2005-2015): 245

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