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FREE INDEPENDENCE DAY CAB RIDES
OFFERED THROUGHOUT GREATER WASHINGTON
TO CURB DRUNK DRIVING

DRUNK DRIVERS CAUSE 41% OF ALL U.S. TRAFFIC DEATHS ON JULY 4TH

Washington, D.C., June 13 – Preparing to combat that U.S. holiday when, according to the National Highway Traffic Safety Administration (NHTSA), 41-percent of all U.S. traffic deaths involve drunk drivers,* **free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Independence Day (July 4th).**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2016 Independence Day SoberRide® program will be in operation beginning at 10:00 pm on Monday, July 4, 2016 and continue until 4:00 am on Tuesday, July 5, 2016 as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

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

Last year, 237 persons in the Washington-metropolitan area used WRAP's Independence Day SoberRide program rather than possibly driving home impaired. 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.

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.

“According to government figures, 41-percent of U.S. highway deaths over the July 4th holiday period involve drunk drivers,” said Kurt Gregory Erickson, WRAP's President. ***“Worse, more than a fourth of these drivers involved in fatal crashes had blood alcohol concentration levels of .15 or higher.”***

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.

Sponsors of this year's Independence Day SoberRide campaign include 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 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.

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 65,116 free cab rides home to would-be drunk drivers in the Greater Washington area.

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

**Source: NHTSA (6 pm July 3, 2014 to 5:59 am July 7, 2014):*
<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/4th+of+July/2016+Fact+Sheet+Enforcement>

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