

**CONTACT:** Kurt Gregory Erickson  
President

**PHONE:** W. 703-893-0461  
**MOBILE.** 703- 625-2303

**FOR IMMEDIATE RELEASE**  
**March 10, 2016**

**AREA NONPROFIT LOOKING TO**  
**HONOR WASHINGTON-METRO TEENS FOR**  
**THEIR FIGHT AGAINST DRUNK DRIVING**

***AWARDS PROGRAM TO HONOR LOCAL STUDENT***  
***GROUPS DOING “THE RIGHT THING”***

**\*\*\* APPLICATION DEADLINE MARCH 28<sup>th</sup> \*\*\***

**Washington, D.C., March 10** – A local alcohol-education group is looking to award Washington-metropolitan area high school student groups with honors for their efforts in fighting underage drinking.

Calling it recognition of high school students “doing the right thing,” the nonprofit Washington Regional Alcohol Program (WRAP) will be presenting its 2016 GEICO Student Awards this school year and is accepting applications for the honors through Monday, March 28, 2016.

(2016 application available online at <http://www.wrap.org/files/youthOutreach.htm>. There is no cost to enter the regional competition.)

The GEICO Student Awards, now in their 24<sup>th</sup> year, are annually presented by WRAP to youth-led groups in the District of Columbia, in the Maryland counties of Montgomery and Prince George’s and in the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and whom are promoting alcohol and drug-free lifestyles to their peers. This year, we are opening the contest to local, youth-led community groups.

The popular awards – including cash prizes up to \$ 1,000 -- are judged by a panel of area substance abuse prevention professionals including representatives from local traffic safety organizations and prevention coalitions.

Youth-led groups are judged on their leadership, effectiveness, innovation and involvement of both the student body and community in their efforts to prevent underage drinking. Activities of past winning groups have included a variety of creative initiatives including: signing “pledges” to refrain from alcohol and drug use during prom season; active

use of social media to promote healthy lifestyles; organizing alcohol-free teen social events; and reenactments demonstrating the devastating effects of alcohol.

WRAP will present this year's GEICO Student Awards at ceremonies at each winning groups' school or meeting place. Winning student groups will receive both plaques and monetary awards from GEICO to have the student groups continue their efforts of keeping their peers on the right track.

Last year's winning school groups included: Academy of the Holy Cross, SADD, Montgomery County, MD; Eleanor Roosevelt High School, SADD, Prince George's County, MD; Gar-Field Senior High School SADD, Prince William County, VA; T.C. Williams High School, Above the Influence Club, City of Alexandria, VA; and Unified Prevention Coalition, Unified Prevention Coalition Youth Council, Fairfax County, VA.

***“According to National Highway Traffic Safety Administration figures, twenty-two percent of all teen drivers killed in fatal crashes in the U.S. in 2013 had been drinking,”*** said Kurt Gregory Erickson, WRAP's President. ***“Winners of WRAP's GEICO Student Awards represent the front line in the fight against underage drinking in Greater Washington and we commend their efforts in this far from won battle.”***

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 keeping the metro-Washington area's alcohol-related traffic deaths historically 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).

#