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FOR IMMEDIATE RELEASE

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FREE HOLIDAY CAB RIDES TO PREVENT DRUNK DRIVING IN GREATER WASHINGTON START TONIGHT

Washington, DC, Dec. 16 – Combating that holiday period which the National Highway Traffic Safety Administration says is a “dangerous time to be on the road due to a high number of drunk drivers behind the wheel,”* a local nonprofit organization announced today that free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area during the winter holidays.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the annual Holiday SoberRide® program will operate between **10:00 pm and 6:00 am each evening between tonight, Friday, December 16, 2016 and Sunday, January 1, 2017** as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During the evening hours, between December 16th and January 1st, Washington-metropolitan area residents celebrating with alcohol may call the toll-free SoberRide phone number **1-800-200-TAXI** and be afforded a no-cost (up to \$ 30 fare), safe way home. (AT&T wireless users can dial **#WRAP** for the same service.)

“Last December, nearly 1,500 (1,456) Greater Washington residents did the right thing and availed themselves of this lifesaving service rather than possibly driving home impaired,” said Kurt Gregory Erickson, WRAP’s President. ***“For SoberRide’s hours of operation during just last New Year’s Eve, alone, such ridership (580) translated into the removal of a would-be drunk driver from our shared roadways every 49-seconds.”***

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. In these areas, local taxicab companies will be providing this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Since 1993, WRAP’s SoberRide program has provided 65,385 free cab rides home to would-be drunk drivers in the Greater Washington area.

Sponsors of this year's Holiday SoberRide offering 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 keeping the metro-Washington area's alcohol-related traffic deaths historically lower than the national average.

More information about WRAP's SoberRide initiative can be found at **www.soberride.com**.

**Source: National Highway Traffic Safety Administration, see: <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/holiday-season/earned-media/fact-sheet>*

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