

**CONTACT:** Kurt Gregory Erickson  
President

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

**FOR IMMEDIATE RELEASE**  
**March 1, 2016**

**FREE ST. PATRICK'S DAY CAB**  
**RIDES OFFERED IN GREATER WASHINGTON**  
**TO DETER DRUNK DRIVING**

***NEARLY HALF OF ALL POST-ST. PATRICK'S DAY***  
***TRAFFIC DEATHS IN U.S. CAUSED BY DRUNK DRIVERS***

**Washington, D.C., March 1** – Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration (NHTSA), nearly half of all U.S. traffic deaths are caused by drunk drivers\*, **free cab rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Thursday, March 17, 2016 (St. Patrick's Day).**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2016 St. Patty's Day SoberRide® program will be in operation beginning at 4:00 pm on Thursday, March 17<sup>th</sup> (St. Patrick's Day) and continue until 4:00 am on Friday, March 18<sup>th</sup> 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 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.

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.

***"During the evening hours immediately following the 2014 St. Patrick's Day celebrations, nearly half of all U.S. traffic fatalities involved drunk drivers,"*** said Kurt Gregory Erickson, WRAP's President.

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 St. Patrick's Day SoberRide® offering include 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.

In addition, nine of the Washington-metropolitan area's better-known Irish restaurants have also united to ensure a safe St. Patrick's Day celebration this year by sponsoring SoberRide®. These dining establishments include: The Dubliner Restaurant & Pub (DC); Fadó (DC); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); Martin's Tavern Est. 1933 (DC); Murphy's Grand Irish Pub (DC & VA); O'Sullivan's (VA); Rí Rá Irish Pub (DC); and Siné Irish Pub (VA).

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 64,641 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit [www.soberride.com](http://www.soberride.com).

*\*Source: NHTSA ("Post-[St. Patrick's Day] party hours between midnight and 5:59 am, March 18, 2014"):  
<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Buzzed+Driving+is+Drunk+Driving/Saint+Patrick's+Day/2016+Fact+Sheet>*

#