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## **GREATER WASHINGTON ANTI-DUI GROUP** **URGES SAFETY ON SUPER BOWL SUNDAY**

***HISTORICALLY, OVER 1/3 OF ALL U.S. TRAFFIC DEATHS ON GAME DAY INVOLVE DRUNK DRIVERS***

**\*\*\* MARYLAND LAW ENFORCEMENT AGENCIES JOIN TO LAUNCH “40-on-40” DUI ENFORCEMENT OPERATION THROUGHOUT WEEKEND \*\*\***

**Washington, DC, Feb. 1** – While the teams, site and time have been finalized, a local anti-drunk driving organization is urging the public to also develop a game plan to prevent drunk driving during this weekend’s “Super Bowl Sunday” activities.

During Super Bowl Sunday 2012, over a third (38%) of all traffic fatalities occurring in the U.S. involved alcohol-impaired drivers according to the National Highway Traffic Safety Administration (NHTSA).\*

***“With over a third of all U.S. traffic deaths historically involving drunk drivers during Super Bowl Sunday, it’s important to have a game-plan prior to kick-off and to beat this too often deadly opponent,”*** said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program (WRAP), a 34-year-old public-private partnership combating drunk driving.

The Falls Church, Virginia-based organization is issuing a number of “safe celebrating” tips to prevent drunk driving during “Super Bowl Sunday,” scheduled for February 7, 2016. These tips include:

- **Planning ahead and designating a sober driver** if you’re celebrating with alcohol.
- **Using alternative transportation** like taxicabs, public transportation or a transportation network company.
- **Being a responsible host by:**
  - ✓ **Never serving anyone who appears to be impaired.**
  - ✓ **Serving food with alcohol** (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body’s alcohol absorption rate).
  - ✓ **Using a non-carbonated base in alcoholic punches** (the body absorbs alcohol faster when mixed with carbonation).

- ✓ **Serving non-alcoholic beverages** as an option.
  - ✓ **Never serving minors.**
  - ✓ **Closing the bar at least an hour before the event's end.**
  - ✓ **Designating a bartender** (preventing guests from mixing their own drinks).
  - ✓ **And never allowing impaired guest to get behind the wheel.**
- **Reporting drunk drivers.** *(District and Maryland law enforcement professionals both encourage the dialing of "911" for motorists to report suspected drunk drivers. In Virginia, the use of the "#77 feature" on wireless telephones is encouraged for the same.)*
  - **Wearing your seatbelt.**

***"Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver,"*** said Erickson. ***"The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries."***

In addition and as part of Maryland's Checkpoint Strikeforce campaign, nearly one-dozen law enforcement agencies in the state will be combining forces this Super Bowl weekend along Maryland Route 40 through and around Baltimore to identify and apprehend impaired drivers. The "40-on-40" operation, to be launched this Friday evening at the Maryland State Police barracks in Essex, Maryland, will feature a minimum of 40 law enforcement officers representing eleven Maryland law enforcement agencies patrolling the 80-mile corridor this Friday, Saturday and Sunday evenings (February 5-7, 2016). (The Checkpoint Strikeforce campaign is supported by a grant from the Maryland Motor Vehicle Administration's Highway Safety Office to the nonprofit Washington Regional Alcohol Program.)

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)**.

\*Source, NHTSA:  
<http://www.nhtsa.gov/About+NHTSA/Press+Releases/2014/Consumer+Advisory:+Celebrate+Super+Bowl+XLVIII+Responsibly>