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## **WRAP COMMEMORATES 35<sup>TH</sup> YEAR IN FIGHTING DRUNK DRIVING AND UNDERAGE DRINKING**

### ***GREATER WASHINGTON INDIVIDUALS AND ORGANIZATIONS LAUDED FOR THEIR COMMUNITY SERVICE***

**Washington, DC, October 16** – The nonprofit Washington Regional Alcohol Program (WRAP) commemorated its 35<sup>th</sup> year fighting drunk driving and underage drinking today during its 2017 Annual Luncheon Meeting and WRAPPY Awards ceremony held at Clyde's of Gallery Place in Washington, D.C.

In the last twelve months alone, WRAP highlights include the organization:

- removing nearly 2,800 (2,772) would-be drunk drivers from Greater Washington's roadways via WRAP's free safe ride service, **SoberRide®** including this year announcing a formal partnership with the ridesharing service Lyft – the dividends of which, this calendar year alone, include a nearly **TRIPLING** (193%) of SoberRide's ridership versus last year and hopefully safer roads for all of us;
- reaching over 5,300 (5,360) Greater Washington high school students with WRAP's innovative and multi-media education program, **Alcohol Awareness for Students**;
- successfully helping to champion **legislative efforts** in Virginia to thwart attempts to lessen that state's ignition interlock program and champion the Commonwealth's efforts to crack-down on drunk truckers operating impaired in or through Virginia as well as strengthen the state's important implied consent statutes; and, in the District of Columbia, serving as a leading voice in championing alternatives to Metro's reduction in weekend evening service as a means of further preventing drunk driving in Greater Washington;
- publishing the 24th-annual version of WRAP's "**How Safe are Our Roads?**" report showing, in 2015, decreasing alcohol-impaired driving fatalities, injuries and crashes in the Washington-metropolitan area but also showing that, despite these gains, Greater Washington still recording nearly 15,000 (14,801) annual DUI arrests – more than the entire populations of Falls Church (13,892) and Upper Marlboro (669) combined;
- and spearheading the region's demonstrably-effective and 16th-annual **Checkpoint Strikeforce campaign** strategically highlighting – for the second consecutive year -- the region's designated sober drivers whether they be taxicab or ridesharing drivers, transit operators or individuals as being "beautiful" – a regional effort highlighted by markedly increasing awareness of local DUI enforcement and, as a result of such, measurably increased behavioral changes amongst the campaign's 21-35 year old male target audience including their planning ahead and using safe rides home after being out drinking. In 2017,

Maryland and Virginia's Checkpoint Strikeforce campaign earned a Gold ADDY Award in the prestigious American Advertising Awards competition.

Following a presentation by the District of Columbia's Metropolitan Police Department Chief Peter Newsham who served as the 35<sup>th</sup> annual event's Featured Speaker, WRAP also bestowed the following honors:

**2017 COMMUNITY PARTNERSHIP AWARD**

- AAA Mid-Atlantic
- AT&T
- GEICO
- Glory Days Grill
- Metropolitan Washington Council of Governments
- Restaurant Association Metropolitan Washington

**2017 LAW ENFORCEMENT AWARD**

- Metropolitan Police Department (D.C.)

**2017 YOUTH LEADERSHIP AWARD**

- Judy Stone, Damascus High School

**2017 MEDIA PARTNERSHIP AWARD**

- Todd Culbertson, Richmond Times Dispatch (retired)

**2017 PUBLIC SERVICE AWARD**

- Honorable Chris Collins, Virginia House of Delegates

**2017 CHAIRMAN'S AWARD**

- Paul Pascal, District of Columbia Association of Beverage Alcohol Wholesalers

**2017 PUBLIC PARTNERSHIP AWARD**

- District of Columbia Department of Transportation
- Maryland Highway Safety Office
- Virginia Highway Safety Office

**2017 CORPORATE SPONSORSHIP AWARD** (contributing \$5,000 or more to WRAP in FY 2017):

- 395 Express Lanes
- AAA Mid-Atlantic
- Beer Institute
- Brown-Forman
- Constellation Brands
- Diageo
- District of Columbia Association of Beverage Alcohol Wholesalers
- Enterprise Holdings
- GEICO
- Giant Food
- Glory Days Grill
- MillerCoors
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

**2017 CORPORATE PARTNERSHIP AWARD**

- Anheuser-Busch and Local Distributors

WRAP today also reelected the following officers: **Gary Cohen** (Glory Days Grill), Chairman; **Todd Heavner** (Enterprise Holdings), Vice Chairman; **Lieutenant Chris Hennigh** (Arlington County Police Department), Secretary; **Jim Fell** (NORC at the University of Chicago), Treasurer; and **Liz Tobin**, Immediate Past Chairman.

In addition, the charity also elected the following four individuals to its Board of Directors: **Patrick Burke** (Washington, D.C. Police Foundation); **Travis Gibbons** (Beer Institute); **Helaina Roisman** (George Washington University Hospital); and **Steve Taylor** (Lyft).

Sponsors of WRAP's 2017 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, BREAKTHRU BEVERAGE GROUP, the Coalition of Ignition Interlock Manufacturers, EnviroMedia, Lyft, the McAndrew Company, PAS Systems International, Chris Tavlarides, Transurban and Undeland Management.

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 safe ride service for would-be drunk drivers, SoberRide®.

For more information, visit WRAP's web site at [www.wrap.org](http://www.wrap.org).

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