

**CONTACT:** Kurt Gregory Erickson  
President

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

**FOR IMMEDIATE RELEASE**

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# **NEARLY 700 USE LOCAL SOBERRIDE PROGRAM ON CINCO DE MAYO**

## ***GREATER WASHINGTON ANTI-DUI EFFORT REMOVES POTENTIAL DRUNK DRIVER FROM AREA ROADWAYS EVERY 48-SECONDS THIS WEEKEND***

Washington, D.C., May 9 – Six-hundred-and-seventy-six (676) persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, on Cinco de Mayo (May 5, 2017) as opposed to possibly driving home drunk.

***“For its hours of operation this Cinco de Mayo, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington’s roadways every 48-seconds,”*** said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s SoberRide® effort.

WRAP’s 2017 Cinco de Mayo SoberRide® campaign began at 7:00 pm on Friday, May 5 (Cinco de Mayo) and continued until 4:00 am the following day (Saturday, May 6) as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During this nine-hour period, area residents celebrating with alcohol could download Lyft to their phones, then enter the code CINCODE in the app’s “Promo” section to receive their no cost (up to \$ 15) safe transportation home while supplies lasted.

*(In March 2017, [WRAP announced a partnership with the ridesharing service Lyft](#) to provide WRAP’s SoberRide® service in the Washington-metropolitan area through 2017. SoberRide®, the popular free safe ride service to prevent drunk driving, is now solely available via the Lyft mobile app ridesharing platform.)*

This weekend’s ridership bested that for last year’s Cinco de Mayo SoberRide® campaign when 225 persons used the drunk driving prevention service. The charity also offers its SoberRide® program on St. Patrick’s Day, Independence Day, Halloween and the winter holidays this year starting on December 15, 2017 and operating through and including New Year’s Eve.

Lyft provided SoberRide® trips throughout the Washington-metropolitan area to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide® was offered throughout [Lyft’s Washington, D.C. coverage area](#) which includes all or parts of: the District of Columbia; the Maryland counties of Montgomery and

Prince George's; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William.

Sponsors of this year's Cinco de Mayo SoberRide® campaign included the 395 Express Lanes, AAA Mid-Atlantic, Anheuser-Busch, Brown-Forman, Constellation Brands, Diageo, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Giant Food, Glory Days Grill, Lyft, MillerCoors, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

Since 1993, WRAP's SoberRide® program has provided 67,432 free safe rides home to potential drunk drivers in the Greater Washington area.

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.

More information about WRAP's SoberRide® initiative can be found at [www.soberride.com](http://www.soberride.com).

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