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FOR IMMEDIATE RELEASE
July 7, 2017

*****DUE TO A DELAY IN SOBERRIDE DATA AGGREGATION, THIS 7/7 RELEASE
UPDATES (INCREASES) RIDERSHIP #S ORIGINALLY RELEASED ON 7/6*****

OVER 500 USE LOCAL SOBERRIDE PROGRAM ON JULY 4TH

GREATER WASHINGTON ANTI-DUI EFFORT REMOVES POTENTIAL DRUNK DRIVER FROM AREA ROADWAYS EVERY 45-SECONDS THIS WEEK

Washington, D.C., July 7 – A record 559 persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, on Independence Day (July 4, 2017) as opposed to possibly driving home drunk.

“For its hours of operation this July 4th, this level of ridership translates into SoberRide removing a potential drunk driver from Greater Washington’s roadways every 45-seconds,” said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s SoberRide effort.

WRAP’s 2017 Independence Day SoberRide program began at 7:00 pm on Tuesday, July 4th (Independence Day) and continued until 2:00 am on Wednesday, July 5th as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During this seven-hour period, area residents age 21 and older celebrating with alcohol could download Lyft to their phones, then enter the code **SOBERJULY4** 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, will now be solely available via the Lyft mobile app ridesharing platform.)

This year’s July 4th ridership of 559 SoberRide users surpassed WRAP’s record ridership for the July holiday which had been 455 SoberRide users in 2003. The charity also offers its SoberRide program on St. Patrick’s Day, Cinco de Mayo, 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 July 4th 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 67,991 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.

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