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OVER 700 USE LOCAL SOBERRIDE PROGRAM ON HALLOWEEN

RECORD FALL RIDERSHIP LEADS TO D.C. AREA'S ANTI-DUI EFFORT REMOVING A POTENTIAL DRUNK DRIVER FROM AREA ROADWAYS EVERY 30-SECONDS

Washington, D.C., October 31 – A record 715 persons in the Washington-metropolitan area used the free safe ride service, SoberRide®, on the weekend before Halloween (October 28 – 29, 2017) as opposed to possibly driving home drunk.

“For its hours of operation this Halloween weekend, this level of ridership translates into SoberRide® removing a potential drunk driver from Greater Washington’s roadways every 30-seconds,” said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s SoberRide® effort.

WRAP’s 2017 Halloween SoberRide® campaign began at 10:00 pm on Saturday, October 28th and continued until 4:00 am the following day (Sunday, October 29th) as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday. During this six-hour period, area residents celebrating with alcohol could download Lyft to their phones, then enter the code DCHALLOWEEN 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.)

“We’re thrilled by how many people took advantage of the SoberRide program this Halloween. Lyft believes strongly in the power of rideshare to reduce impaired driving. I’m glad we were able to connect so many people with a safe and convenient Lyft ride this weekend,” said Steve Taylor, General Manager, Lyft Washington DC.

This year’s Halloween ridership of 715 SoberRide® users surpassed WRAP’s record ridership for the October holiday which had been 579 SoberRide® users during Halloween 2005. The charity also offers its SoberRide® program on St. Patrick’s Day, Cinco de Mayo, Independence Day 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 Halloween 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 68,706 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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