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FOR IMMEDIATE RELEASE
January 4, 2018

RECORD 1,225 USE LOCAL SOBERRIDE PROGRAM ON NEW YEAR'S

***** MORE THAN DOUBLING OF 2017 RIDERSHIP TRANSLATES TO
SOBERRIDE'S REMOVAL OF MORE THAN 2X AS MANY POTENTIAL
DRUNK DRIVERS FROM DC AREA ROADWAYS *****

Washington, DC, Jan. 4 – A record 1,225 persons in the Washington- metropolitan area used the free safe ride service, SoberRide®, this New Year's (8:00 am on Sunday, December 31, 2017 through 4:00 am on Monday, January 1, 2018) as opposed to possibly driving home drunk.

“During WRAP’s first year of partnership with Lyft, SoberRide has removed well more than two times as many would-be drunk drivers from Greater Washington’s roadways as compared with the previous year,” said John Undeland, former Chairman of the nonprofit Washington Regional Alcohol Program, the organization conducting the region’s SoberRide® effort. ***“There is no better way to ring in the new year than by saving more lives with SoberRide and we look forward to even greater success in 2018.”***

WRAP’s most recent holiday SoberRide® offering – which concluded this Monday morning (January 1, 2018) after kicking off and running nightly since December 15, 2017 – provided a total of 1,838 free Lyft rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

WRAP’s 2017 Holiday SoberRide® campaign ran nightly from 8:00 pm to 4:00 am, Friday, December 15, 2017 to Monday, January 1, 2018, as a way to keep local roads safe from potentially impaired drivers during this traditionally high-risk holiday period. During the evening hours, area residents celebrating with alcohol could download Lyft to their phones, then enter the code in the app’s “Promo” section to receive their no cost (up to \$15) safe transportation home while supplies lasted. WRAP’s Holiday SoberRide® promo codes were posted at 2:00 pm on December 15, December 23 and December 31 on SoberRide.com.

The major jump in SoberRide® usage is attributable to WRAP’s partnership with Lyft, announced in March 2017, to provide SoberRide® service in the Washington-metropolitan area. Lyft and other ride-hailing services have become a transportation mainstay of Millennials and iGen-ers, who statistically are more likely to drink and drive than older drivers. The SoberRide® numbers demonstrate that would-be drunk drivers are much more apt to use a ride-hailing service than a conventional taxi. Transforming SoberRide® into a more accessible service for potential drunk drivers was the rationale for WRAP’s teaming with Lyft according to the nonprofit. The full roster of SoberRide® sponsors is provided below.

The most recent New Year's ridership of 1,225 users surpassed WRAP's previous record ridership for the holiday, which had been 967 SoberRide® users in 2010. Last year, 336 individuals used SoberRide® during the overnight of New Year's Eve.

Since partnering with Lyft, ridership for WRAP's SoberRide® program has well more than doubled: 4,248 riders in 2017 versus 1,655 riders in 2016. These full-year numbers include WRAP's provision of SoberRide® on St. Patrick's Day, Cinco de Mayo, Independence Day, Halloween and the recent winter holidays.

"We're thrilled to see how many people took advantage of this initiative and used Lyft to get a reliable and convenient ride home after celebrating. Looking back on 2017, our partnership with WRAP made it possible for many people to take a Lyft ride on some of the busiest holidays of the year. We're looking forward to continuing this valuable partnership into 2018 and ensuring more passengers can safely get where they are going," said Steve Taylor, General Manager, Lyft Mid-Atlantic

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. The service was provided solely through the Lyft's mobile app.

Sponsors of this year's Holiday SoberRide® campaign include 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, Heineken, Lyft, MillerCoors, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

Since 1991, WRAP's SoberRide® program has provided 70,544 free safe rides home to would-be 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 keeping the metro-Washington area's alcohol-related traffic deaths historically lower than the national average.

More information about WRAP's SoberRide® initiative can be found at www.soberride.com.

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