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FREE HOLIDAY LYFT RIDES OFFERED
THROUGHOUT GREATER WASHINGTON
TO PREVENT DRUNK DRIVING

***DC AREA SOBERRIDE PROGRAM BEGINS ON
DEC. 15 AND RUNS THROUGH NEW YEAR'S***

Washington, DC, Dec. 6 – Combating that holiday period when, last year, “781 people lost their lives in traffic crashes involving a drunk driver during the month of December 2016”* (National Highway Traffic Safety Administration), a local nonprofit organization announced today that free safe rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area during the winter holidays.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the annual Holiday SoberRide® program will operate between **8:00 pm and 4:00 am each evening between Friday, December 15, 2017 and Monday, January 1, 2018** to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period.

During the evening hours, between December 15th and January 1st, area residents age 21 and older celebrating with alcohol may download Lyft to their phones, then enter a SoberRide code in the app's “Promo” section to receive their no cost (up to \$15) safe transportation home. WRAP's weekly Holiday SoberRide promo codes will be posted at 2:00 pm on December 15, December 23 and December 31, 2017 on www.SoberRide.com.

“Last December, nearly a thousand (911) Greater Washington residents did the right thing and availed themselves of this lifesaving service rather than possibly driving home impaired,” said Kurt Gregory Erickson, WRAP's President. ***“For SoberRide's hours of operation on New Year's alone, this level of ridership (336) translated into SoberRide removing a would-be drunk driver from Greater Washington's roadways every one-and-a-half-minutes.”***

The charity also offers its SoberRide program on St. Patrick's Day, Cinco de Mayo, Independence Day and Halloween.

(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.)

SoberRide is 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.

"Lyft is proud of the role ridesharing has played in reducing impaired driving across the nation. Here in the DC area, partnering with the Washington Regional Alcohol Program allows us to take our commitment to providing safe, convenient, and affordable transportation a step further, particularly during times of the year when people are out celebrating and in need of a ride home," said Steve Taylor, GM, Lyft Washington, D.C.

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 1993, WRAP's SoberRide program has provided 68,706 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.

**Source: National Highway Traffic Safety Administration, see: <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/holiday-season>*