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**FOR IMMEDIATE RELEASE**  
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**FREE ST. PATRICK'S DAY LYFT**  
**RIDES OFFERED IN GREATER WASHINGTON**  
**TO DETER DRUNK DRIVING**

***NEARLY ONE-THIRD OF ALL POST-ST. PATRICK'S DAY  
TRAFFIC DEATHS IN U.S. CAUSED BY DRUNK DRIVERS***

**Washington, D.C., March 6** – Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration (NHTSA), nearly one-third of all U.S. traffic deaths are caused by drunk drivers\*, **free Lyft rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area on Friday, March 17, 2017 (St. Patrick's Day).**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2017 St. Patty's Day SoberRide program will be in operation beginning at 4:00 pm on Friday, March 17<sup>th</sup> (St. Patrick's Day) and continue until 4:00 am on Saturday, March 18<sup>th</sup> as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this 12-hour period, area residents celebrating with alcohol may download Lyft to their phones, then enter the code **SOBERRIDE** in the app's 'Promo' section to receive their no cost (up to \$ 20) safe transportation home. The SoberRide code is valid for new and existing Lyft users.

Last year, 250 persons in the Washington-metropolitan area used WRAP's St. Patrick's Day SoberRide program rather than possibly driving home impaired. The charity also offers its SoberRide program on Cinco de Mayo, Independence Day, Halloween and the winter holidays this year starting on December 15, 2017 and operating through and including New Year's Eve.

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

(Earlier this month, 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.)

***“During the evening hours immediately following the 2015 St. Patrick’s Day celebrations, nearly one-third of all U.S. traffic fatalities involved drunk drivers,”*** said Kurt Gregory Erickson, WRAP’s President.

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.

Sponsors of this year’s St. Patrick’s Day 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, MillerCoors, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

In addition, nine of the Washington-metropolitan area’s better-known Irish restaurants have also united to ensure a safe St. Patrick’s Day celebration this year by sponsoring SoberRide. These dining establishments include: The Dubliner Restaurant & Pub (DC); Fadó (DC); James Hoban’s Irish Restaurant & Bar (DC); Kelly’s Irish Times (DC); Martin’s Tavern Est. 1933 (DC); Murphy’s Grand Irish Pub (DC & VA); O’Sullivan’s (VA); Rí Rá Irish Pub (DC); and Siné Irish Pub (VA).

Since 1993, WRAP’s SoberRide program has provided 66,296 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 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).

**\*Source: National Highway Traffic Safety Administration, see:**  
<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/saint-patricks-day/earned-media/fact-sheet-talking-points>

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