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LOCAL SOBERRIDE PROGRAM

PARTNERS WITH LYFT

***POPULAR GREATER WASHINGTON ANTI-DUI SERVICE
NOW SERVED BY APP-BASED RIDESHARING SERVICE***

 **PARTNERSHIP LAUNCHES ON ST. PATRICK'S DAY** 

Washington, D.C., March 2 – SoberRide®, Greater Washington's popular free safe ride service to prevent drunk driving will now be solely available via the Lyft mobile app ridesharing platform.

Officials with the nonprofit Washington Regional Alcohol Program (WRAP) today announced a partnership with the ridesharing service Lyft to provide WRAP's SoberRide® service in the Washington-metropolitan area through 2017.

The collaboration, billed by both organizations as an “anti-drunk driving and pro-safety partnership” kicks-off officially with this month's St. Patrick's Day holiday when **Lyft will provide SoberRide® trips to would-be drunk drivers throughout Greater Washington beginning at 4:00 pm on Friday, March 17, 2017 (St. Patrick's Day) and continue until 4:00 am on Saturday, March 18, 2017** as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this 12-hour period, area residents age 21 or older 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.

In addition to Lyft's provision of WRAP's SoberRides this year, the ridesharing service will be donating \$ 1 to the nonprofit organization for each new Lyft customer using the SoberRide® code in 2017.

“We are excited to partner with WRAP in providing safe, reliable transportation to area residents,” said Steve Taylor, General Manager of Lyft's DC area office hub in Arlington, Virginia. ***“Lyft is committed to improving access to transportation and reducing drunk driving.”***

According to the National Highway Traffic Safety Administration (NHTSA), one-in-four U.S. traffic deaths during the 2015 St. Patrick's Day holiday involved drunk drivers.*

“Worse and during the evening hours immediately following St. Patrick’s Day celebrations, nearly a third of all U.S. traffic deaths involve drunk drivers,” said Kurt Gregory Erickson, WRAP’s President.

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.

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® offering 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, Lyft, 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).

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.

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people’s lives with the world’s best transportation. Lyft is the fastest growing rideshare company in the U.S and is available in 300 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

Since 1993, WRAP’s SoberRide® program has provided 66,296 free safe rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit www.soberride.com.

*Source: NHTSA:
<https://www.trafficsafetymarketing.gov/file/27246/download?token=YWYLMCMP>