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OVER 250 SOBERRIDES **PROVIDED ON JULY 4TH**

LOCAL PROGRAM REMOVES 'WOULD-BE DRUNK DRIVER EVERY THREE-MINUTES' LAST NIGHT

Washington, DC, July 5 – The Washington-metropolitan area's *SoberRide* program provided 253 free cab rides home to would-be drunk drivers this Independence Day.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the Independence Day *SoberRide* program began on Independence Day (yesterday, Wednesday, July 4th) at 4:00 pm and continued until 4:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

“For SoberRide’s hours of operation this July 4th, this translates into the removal of a would-be drunk driver from Greater Washington’s roadways every three-minutes,” said Kurt Gregory Erickson, WRAP’s President.

Last night’s ridership level represents a 41-percent increase from that of WRAP’s 2006 Independence Day *SoberRide* offering (then totaling 179 riders).

During *SoberRide*’s 12-hour period this Independence Day, area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1–800–200–TAXI and be afforded a no-cost (up to a \$ 50 fare), safe way home. AT&T wireless users could call # - TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George’s; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's Independence Day *SoberRide* offering included AT&T, Anheuser-Busch, Enterprise Rent-A-Car Foundation, ExxonMobil, GEICO and Red Top Cab of Arlington.

Participating taxicab companies included: Alexandria Yellow Cab, Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Taxi Transportation Services; and Yellow Cab of Prince William County.

Since 1993, WRAP's *SoberRide* program has provided 37,835 free cab rides home to would-be drunk drivers in the Greater Washington area.

Founded 25 years ago (1982) this year, the Washington Regional Alcohol Program is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping Greater Washington's alcohol-related traffic deaths consistently lower than the national average.

For more information, visit **www.wrap.org**.

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