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CONTACT: Emily Howard  
202-289-2001

## **It's a Bird, It's a Plane, It's SOBERMAN!**

### ***Greater Washington's Anti-DUI Superhero Debuts to Stop Drunk Driving Before It Starts***

Washington, DC – A powerful new force in the fight against drunk driving arrived on the scene today, as the Washington, D.C. area's *Checkpoint Strikeforce* campaign introduced Soberman, a superhero whose nemesis is drunk driving. The anti-DUI caped crusader is teaming up with area police to prevent drunk driving by rewarding DC Metropolis partiers who plan ahead to get home safely.

“As law enforcement officers across the region fan out to arrest those making the wrong choice of drinking and driving, we welcome Soberman's efforts to stop drunk driving before it starts,” said Assistant Chief Pat Burke of D.C.'s Metropolitan Police Department. “Drunk driving is a deadly-serious issue, and we are deploying our new super-hero to get the attention of would-be drunk drivers and convince them to make the right decision.”

Soberman's modus operandi is roaming area bars, seeking out revelers who have planned a safe way home after drinking, such as designating a sober driver, taking Metro, bus or a cab, or walking.

His maiden mission takes place tonight after the Nationals' home game at “The Bullpen,” the outdoor bar next to the ballpark. Accompanied by uniformed D.C. Metropolitan Police Department officers, Soberman will engage the crowd and hand out valuable prizes to revelers who have planned ahead to arrive home safely. He will point out transportation options, answer questions, pose for photos, and encourage people to Tweet their photos with the #Soberman hash tag. In short, Soberman will use every ounce of his super-hero powers to ensure drinkers don't take the party to the road.

A July public opinion poll of area adults revealed that designating a sober driver is far and away the number one way that partiers plan to get home safely: 64 percent cited designated drivers, followed by “sleeping at a friend's home (38 percent), taking a cab (37 percent), sticking to bars that are walkable (25 percent and taking transit (20 percent). In addition, those who serve as designated drivers are highly regarded: 70 percent agreed with the statement that designated drivers are “good friends,” while an additional 20 percent agreed that they are “leaders.”

Soberman's subsequent anti-DUI missions remain a closely guarded secret. Where will he appear next? Stay tuned for later deployments.

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**Soberman's Backstory:** The sole survivor of the Planet Intoxicus-Not, Soberman was transported to Earth when his father learned their home planet was on a collision course with rogue starship being piloted by creatures who'd consumed too many *Cosmic-politans* at the Star Wars bar. Seconds before that epic drunk-driving crash, an embryonic Soberman was safely sealed in an intergalactic-taxicab and propelled toward his new home.

Born and raised here on Planet Earth, Soberman now uses his powers to prevent that same mayhem from striking here. His mission: Seek and reward partiers who have made advance plans to not drink and drive. His method: Roam area bars and other places where drinking abounds. His quest: Engage revelers on their methods of transport post-party and remind them of safe and sober options. His reward: Bestow prizes upon those who have made real plans to get home safely. His wingmen: No superhero is complete without a partner in crime-fighting, and Soberman's are the Washington-metropolitan area's professional law enforcement officers including those with the Metropolitan Police Department.

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