

Free Lyft rides offered in DC region during Cinco de Mayo

Thomas Robertson | trobertson@wtop.com

Over a third of traffic deaths in the U.S. during Cinco de Mayo involve drunk drivers, according to the National Highway Traffic Safety Administration, and one organization is offering free rides to anyone who's had too much to drink in a drive to keep roads safe.

The Washington Regional Alcohol Program (WRAP) said would-be drunk drivers can download the Lyft app and enter the "SoberRide" code in the app's "Payment" tab to receive a no-cost ride home, up to \$15.

WRAP's code for Cinco de Mayo will be posted on its website at 3 p.m. Friday. The code is redeemable from 4 p.m. Friday until 4 a.m. Saturday.

The code can be used by anyone 21 and older and anywhere inside Prince George's, Montgomery, Arlington, Fairfax, Loudoun and Prince William counties, as well as anywhere in D.C.

WRAP also offers its SoberRide program on St. Patrick's Day, Independence Day, Halloween and the winter holidays through New Year's.

"We've had over 85,000 people that have taken advantage of this local and life saving program since we started it back in 1991," WRAP President Kurt Erickson said.

"Our ridership has only increased. Just two months ago for St. Patrick's Day we had almost a thousand persons utilize the program in just one night, and that was the second-highest level of ridership in the program's 32-year history."

Erickson said all the elements that typically lead to high program ridership are coming together for this Cinco de Mayo.

"I have no idea what our ridership will be (this Cinco de Mayo), but it seems to always be higher when the weather is good, as it's forecasted, and when any of our holidays fall on a weekend. And of course this one will, Friday night."



Lyft offers free rides in the DC area for Cinco de Mayo

Here's what you need to know to get home safe after celebrating.

Author: Matt Pusatory (WUSA9)

WASHINGTON — A local nonprofit organization is doing its part to make sure Cinco de Mayo celebrations don't turn deadly this year. Washington Regional Alcohol Program (WRAP)'s 2023 Cinco de Mayo SoberRide program runs from 4 p.m. May 5 to 4 a.m. May 6.

During the twelve-hour period, area residents ages 21 and older celebrating with alcohol may download the Lyft app to their phones then enter the SoberRide code in the app's payment tab (under the Add Lyft Pass option) to receive their no-cost (up to \$15) safe transportation home. WRAP's 2023 Cinco de Mayo SoberRide promo code will be posted at 3 p.m. on Friday on www.SoberRide.com.

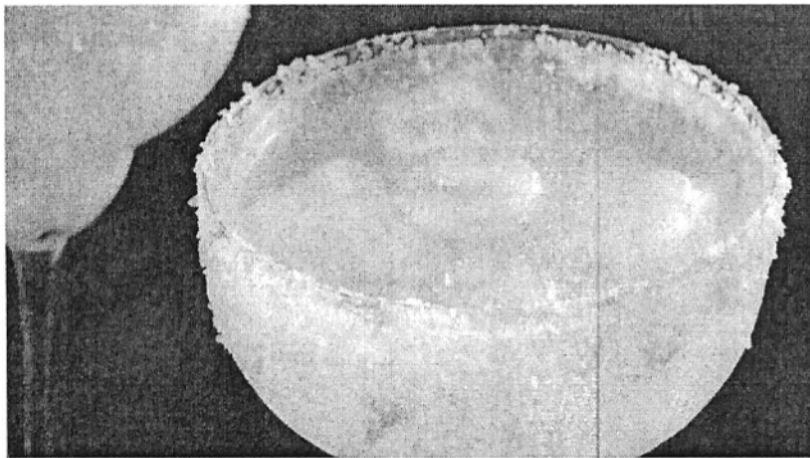
"Over a third of U.S. traffic fatalities during Cinco de Mayo involve drunk drivers according to the National Highway Traffic Safety Administration," said Kurt Erickson, WRAP's President.

The SoberRide program also offers free rides on St. Patrick's Day, Independence Day, Halloween and the winter holidays. SoberRide is offered throughout Lyft's Washington D.C. coverage area.

Since 1991, WRAP's SoberRide program has provided 85,580 free safe rides home to would-be drunk drivers in the Greater Washington area.

WUSA9 (CBS-TV)
May 5, 2023

Free Lyft rides for Cinco de Mayo in DMV



WASHINGTON (DC News Now) — If you plan to drink as part of a Cinco de Mayo celebration, Washington Regional Alcohol Program (WRAP) said its Cinco de Mayo SoberRide® program would be up and running to help make sure people get home safely.

The program, which covers Lyft rides for people, will begin operating at 4 p.m. on Friday, May 5. It will be available to people throughout the D.C. area until 4 a.m. on Saturday, May 6.

In addition to helping people who've been drinking get home safely, the program is intended to protect other people who are on the roads from impaired drivers during what traditionally is a high-risk period.

During the 12 hours that SoberRide® is available, people who are 21 and older and celebrating with alcohol are able to download the Lyft app to their phones, then

enter the SoberRide® code in the app's "Payment" tab (under the "Add Lyft Pass" option) to receive a free ride home (up to \$15). WRAP's 2023 Cinco de Mayo SoberRide® promo code will be posted at 3 p.m. on Friday, May 5.

SoberRide® is offered throughout Lyft's Washington D.C. coverage area which includes all or parts of:

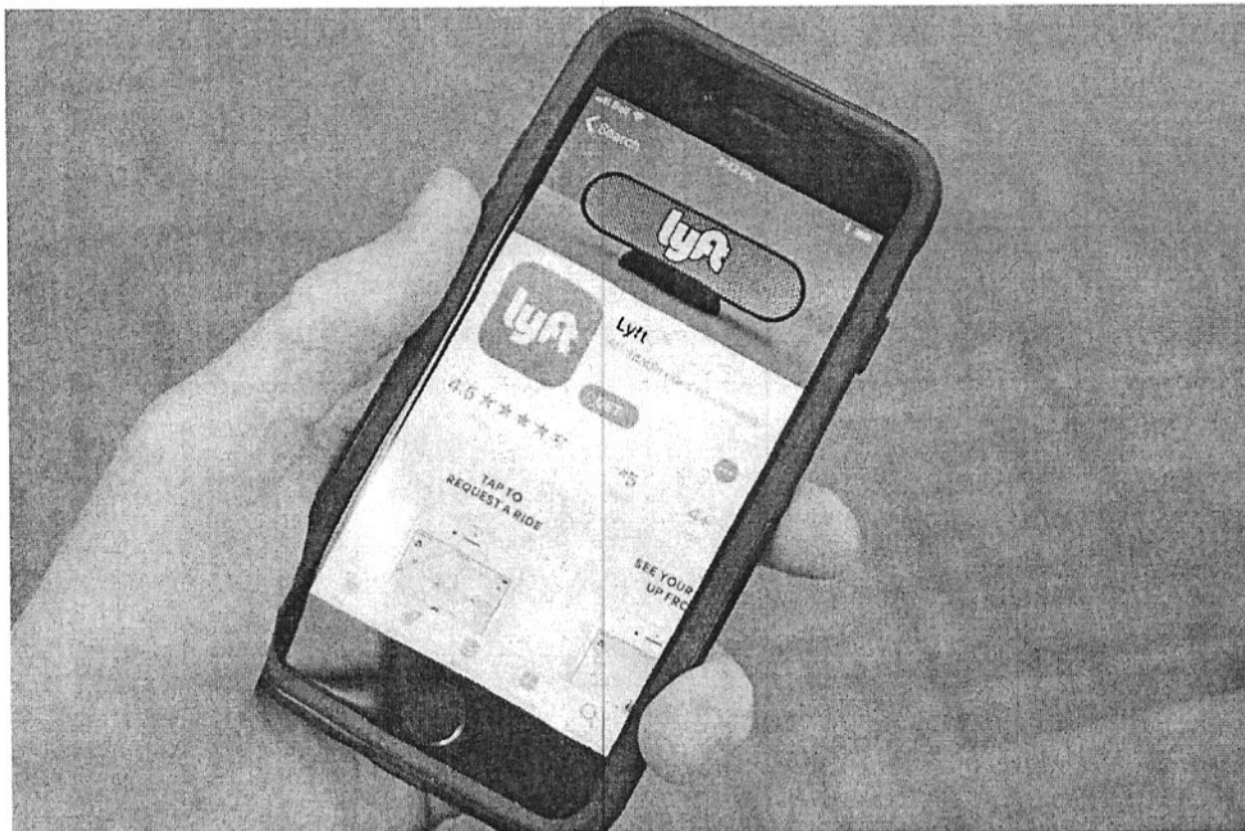
- District of Columbia
- Maryland counties of Montgomery and Prince George's, towns within those, plus the cities of Bowie, College Park, District Heights, Gaithersburg, Glenarden, Greenbelt, Hyattsville, Laurel, Mount Ranier, New Carrollton, Rockville, Seat Pleasant and Takoma Park
- Virginia counties of Arlington, Fairfax, Loudoun and Prince William, towns within those, and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park

WRAP said since 1991, its SoberRide® program, which provides service when other big celebrations take place, has provided 85,580 free safe rides home to people who would have been drunk drivers.

gazetteleader

SoberRide to be operational for Cinco de Mayo

Free rides offered for 12-hour period May 5-6



/Mike Vlasveld, OttawaMatters via Village Media

The SoberRide initiative of the Washington Regional Alcohol Program (WRAP) will be in effect from Friday, May 5 at 4 p.m. to Saturday, May 6 at 4 a.m. during Cinco de Mayo festivities.

During that period, drivers who may have had too much to drink can receive a free ride home through a collaborative effort with Lyft.

“Over a third of U.S. traffic fatalities during Cinco de Mayo involve drunk drivers” nationally, said WRAP president Kurt Erickson.

The SoberRide initiative also runs during St. Patrick’s Day, Independence Day, Halloween and the winter holiday period. Since 1991, the effort has provided nearly 86,000 free rides home.

For information, see the Website at www.soberride.com.

Gazette Leader
April 25, 2023



Jenni Chase

Free LYFT rides for Cinco De Mayo

DMV residents heading out for Cinco de Mayo celebrations tonight once again have a chance to score a free sober ride home. Just like for New Year's Eve and Saint Paddy's Day, Lyft will be providing the service for revelers 21 and older all across the National Capital Region. It starts at 4:00 this afternoon and runs until 4:00 tomorrow morning. A promo code for the free ride will be posted this afternoon at soberride.com.

Limited quantities available for new and existing Lyft customers. Valid for a \$15 ride. A few restrictions do apply.

We can't say it enough...party responsibly.

WASH-FM
May 5, 2023



Morning Notes

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Vienna Nonprofit Advocates for Memorial to Journalists — The Fallen Journalists Memorial Foundation has been approved by the U.S. Commission of Fine Arts to begin designing a "first-of-its-kind memorial honoring journalists who've lost their lives while covering the news." In 2020, Congress authorized the memorial to be built with private funds on federal land in D.C. [Washingtonian]

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RESTONnow
May 5, 2023

Vienna **Patch**

Running Of Chihuahuas, Taste Of Tysons Corner: NoVA, DC Weekend Events

This weekend brings Tysons Corner Center's first-ever tasting event, the Around the World Embassy Tour, Flower Mart and more.

Emily Leayman, Patch Staff

VIRGINIA — The first weekend of May brings Cinco de Mayo festivities and plenty of other events around Northern Virginia and D.C.

It's a good weekend to get outdoors with events like DC's Flower Mart, C&O Canal Boat Tours, Around the World Embassy Tour, Margarita, Tequila & Latin American Beer Festival, Old Town Alexandria Art Show & Craft Spring Fair and Spring Farm Day at Frying Pan Park.

Foodies will enjoy events like the first-ever Taste of Tysons Corner, as well as A Taste of Israel: Celebrating Israel at 75, Arlington Margarita and Mimosa Fest, SONOVA presents: Beethoven, Brews, and BBQ and Taste of Tysons Corner. A few notable Cinco de Mayo events include Cinco De Mayo At Shipgarten, Cinco De Mayo Festival, Cinco de Mayo Celebration and On Cinco U Drinko Bar Crawl.

Other notable events around Northern Virginia and DC include The Jurassic Encounter, Centennial Asian Pacific American Heritage Month Festival, Revolutionary War Weekend, Loudoun Latino Festival, Leesburg and Classic Car Show.

If you're enjoying drinks at a Cinco de Mayo event or elsewhere, the Washington Regional Alcohol Program is offering its free SoberRide program from 4 p.m. Friday to 4 a.m. Saturday. For more details, visit www.SoberRide.com.

Below is a full roundup of events from Friday, May 5, to Sunday, May 7...

Vienna Patch
May 5, 2023

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Safe Rides Home for Cinco de Mayo Revelers



How are you celebrating Cinco de Mayo? Do you have a plan to get home safely? The Washington Regional Alcohol Program (WRAP) offers people in the D.C. area a free ride home. The program is available between 4 p.m. Friday and 4 a.m. Saturday, May 6 through the ride share app Lyft.

WRAP wants Cinco de Mayo revelers to be aware of the SoberRide program which offers free Lyft rides home. The program has provided 85,580 free safe rides since 1991, according to a news release.

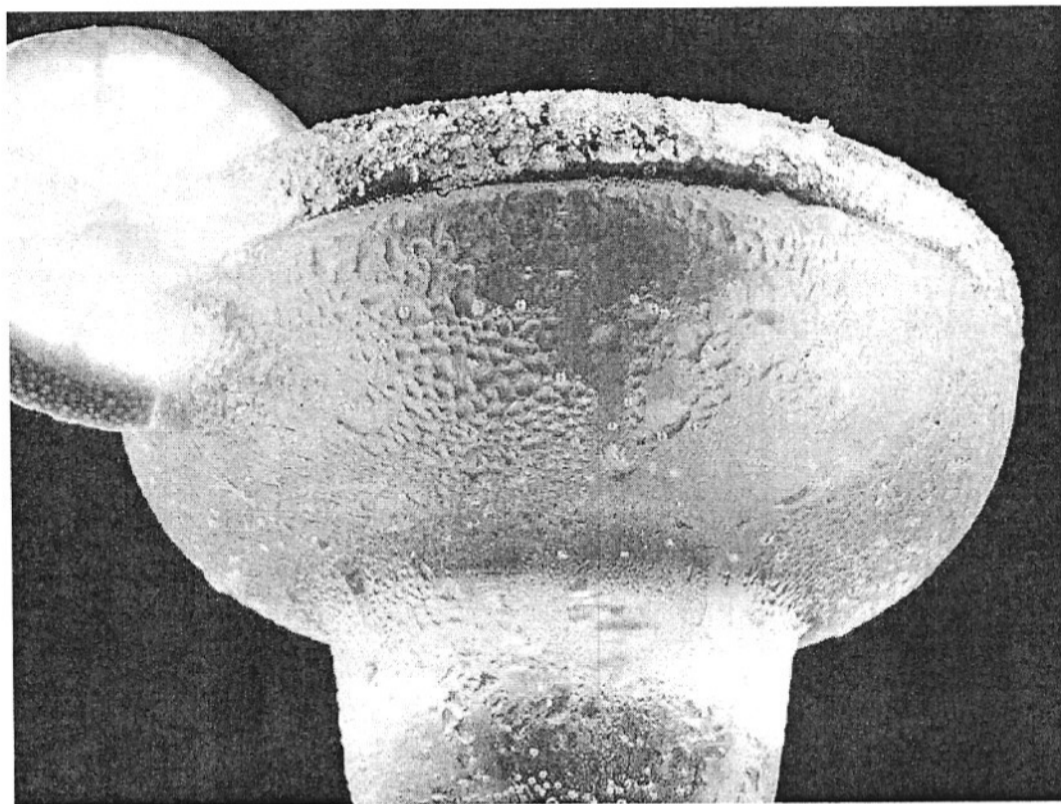
“Over a third of U.S. traffic deaths during Cinco de Mayo involve drunk drivers according to the National Highway Traffic Safety Administration,” said WRAP President Kurt Erickson.

WRAP works to reduce impaired driving on holidays when drinking alcohol is part of the celebration, including St. Patrick’s Day, Independence Day, Halloween and the winter holidays.

Area residents age 21 and older celebrating Cinco de Mayo with alcohol are eligible for a free ride home. Just download the Lyft app, then enter the SoberRide® code in the app’s “Payment” tab to receive their no-cost safe transportation home.

WRAP’s 2023 Cinco de Mayo SoberRide® promo code will be posted at 3 p.m. on Friday May 5th on www.SoberRide.com.

SoberRide initiative activates for Cinco de Mayo



The Washington Regional Alcohol Program (WRAP) will activate its SoberRide initiative for the Cinco de Mayo holiday.

“Over a third of U.S. traffic deaths during Cinco de Mayo involve drunk drivers,” said WRAP president Kurt Erickson.

In collaboration with Lyft, those who may have had too much to drink during the holiday will be able to receive a free ride home (up to \$15 value) from May 5 at 4 p.m. to May 6 at 4 a.m.

SoberRide also is in effect during St. Patrick’s Day, Independence Day, Halloween and throughout the winter holiday period. Since 1991, it has provided more than 80,000 free rides home to would-be drunk drivers. For information, see the website at www.soberride.com.

AROUND TOWN

Options for celebrating Cinco de Mayo in Arlington this week

Matt Blitz

In the past, big crowds have converged on Arlington's Mexican restaurants on Cinco de Mayo and this year will likely be no exception with a number of events going on across the county.

Friday, May 5 marks the anniversary of Mexico's victory over France in 1862's Battle of Puebla. While considered a relatively minor holiday in Mexico, Cinco de Mayo in the United States has become a day to celebrate Mexican culture.

Here in Arlington, that often includes eating tacos, drinking margaritas, and general revelry.

There is no shortage of local bars and restaurants hosting special Cinco de Mayo events this year, including the following.

- Assembly in Rosslyn is hosting a week of events including trivia, salsa dance lessons, and food specials.
- B Live in Clarendon is putting on a "nacho average Cinco De Mayo event" starting at 3 p.m. with food specials, live entertainment, drinks, and the "infamous Patron Tree."
- Banditos at Westpost in Pentagon City is celebrating by opening early at 11 a.m. with tequila, tacos, and kid-friendly activities. A live band, Maria and The Sacred Hearts, will be playing from 2-4:30 p.m. in the plaza.
- Buena Vida Gastrolounge on Wilson Blvd in Clarendon will have a discount on margaritas and a special four-course

"Cinco Fiesta Feast" available all weekend.

- Clarendon Ballroom is hosting a free Cinco de Mayo rooftop party starting at 3 p.m. featuring a Mexican and taco buffet, music, giveaways, and tequila.
- Don Tito's in Clarendon is hosting its annual Cinco de Mayo Block Party on both Friday and Saturday.
- Inca Social in Rosslyn is serving discounted margaritas and tacos all day on Friday.
- The Lot, which is closing for good later this year, is putting on a Taco, Tequila, Taps outdoor festival starting at 3 p.m. in Clarendon with frozen margaritas, live entertainment, and a "taco toss." Furry friends are also invited.
- WHINO in Ballston is hosting a Latin house party at 9 p.m. on Cinco de Mayo with DJ Mike Rodriguez spinning.
- Arlington Rooftop Bar & Grill in Courthouse is holding a "margarita and mimosa fest" on Saturday, May 6 starting at 2 p.m. There will be drink specials, live DJ, and bar hopping.

There is also a Cinco de Mayo-themed bar crawl also planned for Saturday, beginning at 3 p.m., that will visit several Clarendon bars.

The Arlington County Police Department will be blocking off N. Hudson Street between Wilson Boulevard and the alleyway behind CVS starting Friday morning through 10 p.m. Saturday. The closure and police presence is intended to assist with crowd control and safety during the Don Tito's Block Party.

Also for safety, the regional SoberRide program is offering free Lyft rides, up to \$15, from Friday at 4 p.m. through Saturday morning at 4 a.m. A promo code is scheduled to be posted on the program's website at 3 p.m. Friday.

Free Cinco De Mayo Lyft Rides Offered throughout Greater Washington to Prevent Drunk Driving

Over a third of U.S. traffic deaths on Cinco De Mayo involve drunk drivers

By PRESS OFFICER
Washington Regional Alcohol Program

Tysons, Va. (April 24, 2023)—Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration, over a third (33.9%) of U.S. traffic deaths involve drunk drivers,* a local nonprofit organization announced that free safe rides will be offered to would-be drunk drivers throughout the Washington-metropolitan area during [this] week's Cinco de Mayo celebrations.

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2023 Cinco de Mayo SoberRide® program will be in operation beginning at 4 p.m. Friday, May 5 (Cinco de Mayo) and operate until 4 a.m. on Saturday, May 6 as a way to keep local roads safe from impaired drivers during this traditionally high-risk period.

During this twelve-hour period, area residents ages 21 and older celebrating with alcohol may download the Lyft app to their phones then enter the SoberRide® code in the app's 'Payment' tab (under the 'Add Lyft Pass' option) to receive their no-cost (up to \$15) safe transportation home. WRAP's 2023 Cinco de Mayo SoberRide® promo code will be posted at 3 p.m. on Friday, May 5 on www.SoberRide.com

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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 towns therein plus the cities of Bowie, College Park, District Heights, Gaithersburg, Glenarden, Greenbelt, Hyattsville, Laurel, Mount Ranier, New Carrollton, Rockville, Seat Pleasant and Takoma Park; and the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and towns therein plus the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

Since 1991, WRAP's SoberRide® program has provided 85,580 free safe rides home to would-be drunk drivers in the Greater Washington area.

Having commemorated its 40th year in 2022 after being 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

InFive: Missing girl update, SoberRide activated and local coronation events

5. Sad update

A 3-year-old girl who went missing Thursday afternoon in Stafford County has died after being found in a body of water, a family member told InsideNoVa.com.

4. New homes proposal

A proposal to build 31 single-family homes along Prince William Parkway is headed to the Planning Commission on May 10, when the body will also hear an update on the Haymarket Crossing II proposal for age-restricted housing in Haymarket.

3. Sunny to cloudy

The day starts off sunny then turns partly cloudy with highs around 67 degrees. [Click here](#) for your forecast by ZIP code.

2. SoberRide activated

The Washington Regional Alcohol Program (WRAP) has activated its SoberRide initiative for the Cinco de Mayo holiday. Get a free Lyft home from 4 p.m. this afternoon through 4 a.m. Saturday.

1. School weapons scanners approved

Following months of build-up from school division officials and public outreach, the Prince William County School Board voted unanimously this week to approve the lease of 81 Evolv weapons detection scanners for use of the division's middle and high schools.

InsideOut

King Charles III's coronation, dubbed Operation Golden Orb, begins Saturday at 6 a.m. Eastern time in London, and several spots in the D.C. area are ready to mark the historic event. [Click here](#) for a list.

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5 Things to Know Today, May 5, In Montgomery County

Today is Friday, May 5. Here are 5 things to know and the 10 day weather forecast as we head into the weekend.

1. Summer Recreation Guide: A digital version of the county summer guide of programs and activities posts today. Mark your calendar that registration opens Monday, May 15.

2. **Cinco de Mayo Lyft Rides: Cinco de Mayo commemorates the anniversary of Mexico's victory over the French in 1862. Cinco de Mayo is widely celebrated in the United States. Revelers may use the SoberRide program for a free Lyft ride home.**

3. Landon Azalea Festival: This weekend the Landon School in Bethesda will host the Azalea Festival for the 70th consecutive year. Hours are 10 a.m.-5 p.m. all three days. The school is located at 6101 Wilson Lane in Bethesda. Find more information [here](#).

4. Rockville Arts Festival: Saturday and Sunday, VisArts transforms Rockville Town Square into an outdoor gallery featuring the original art by 130 fine artists, Raku demonstrations by VisArts' instructors, artwork by VisArts' VisAbility Art Lab artists, and artisanal fare. Sample food and drink from local vendors and participate in a community art project led by Steve Prince. Hours are 10 a.m.-5 p.m.

5. Silver Spring Baltimore and Ohio Railroad Station Open House: The historic train station in Silver Spring is open Saturday from 10 a.m. – 2 p.m. Take a self-guided tour outside and inside the station. Enjoy the HO Scale model train display and the toy train set. Young train engineers may take a ride on the Thomas the Tank Engine. A fun event for train enthusiasts of all ages.

And One More Thing: Bike to Work Day is just two weeks away on Friday, May 19.