

gazetteleader

# Halloween 'SoberRide' effort proves a record-breaker

More than 1,300 took advantage of free ride home



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A total of 1,321 individuals availed themselves of free rides home over Halloween through the SoberRide initiative of the Washington Regional Alcohol Program (WRAP).

That's the highest ever for the Halloween period.

"For its hours of operation, this level of ridership translates into SoberRide removing a potential drunk driver from Washington's roadways nearly every 32 seconds," said WRAP president Kurt Erickson.

Conducted in collaboration with Lyft, the Halloween SoberRide campaign was in effect from Saturday, Oct. 28 at 4 p.m. to Sunday, Oct. 29 at 4 a.m.

In addition to Halloween, WRAP also offers free safe ride services on St. Patrick's Day, Cinco de Mayo, Independence Day and the winter holiday through and including New Year's Eve.

Since 1991, the SoberRide program has provided 88,126 free safe rides home to would-be drunk drivers in the Greater Washington area.

**GazetteLeader**  
November 2, 2023

## DC-area nonprofit offers free Lyft rides Halloween weekend to curb drunken driving

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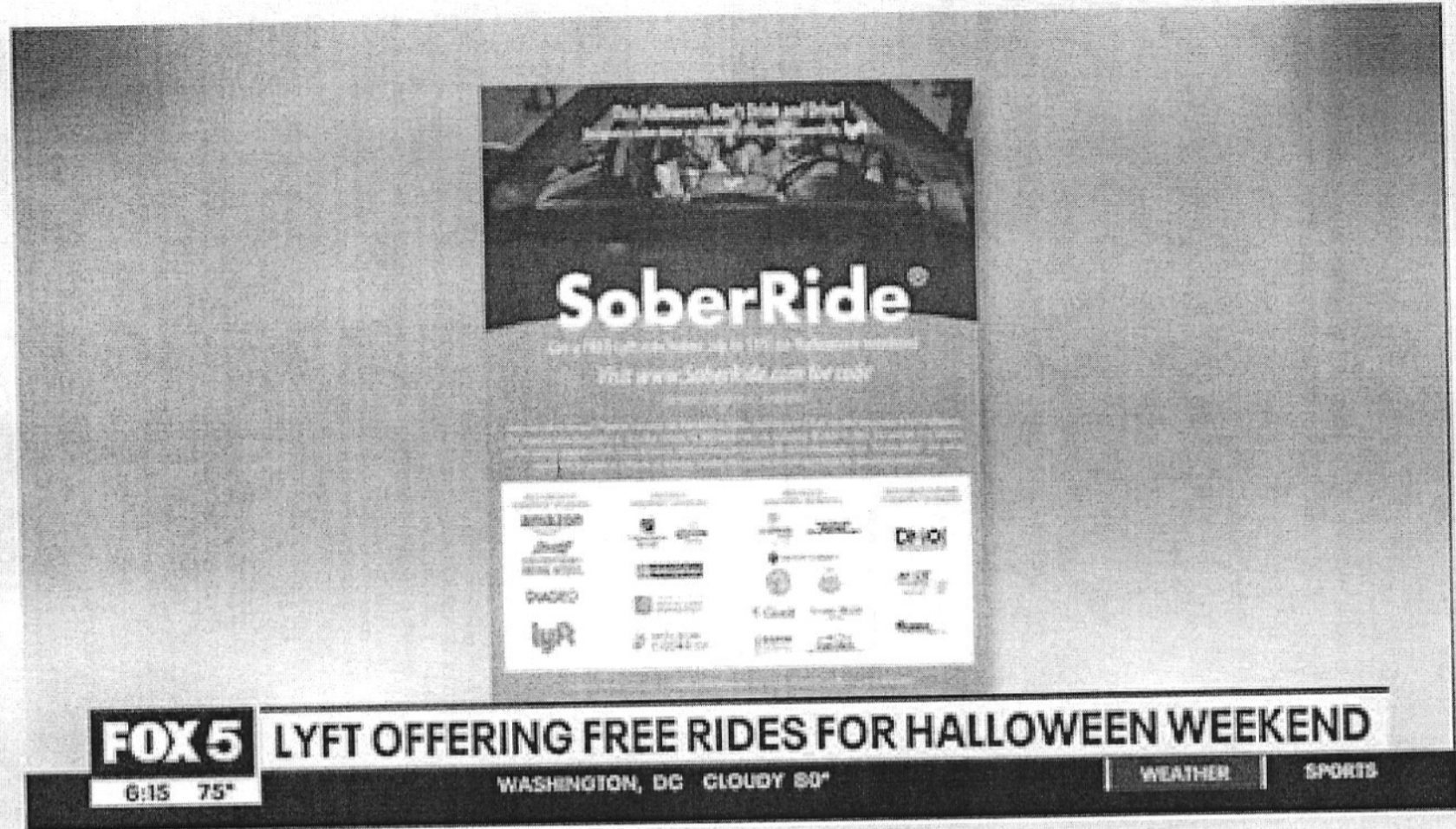
Local celebrants will have a safe option for getting home after imbibing at Halloween festivities this weekend, with an area nonprofit offering 12 hours of free Lyft rides.

From 4 p.m. Saturday until 4 a.m. Sunday, the nonprofit Washington Regional Alcohol Program (WRAP) is providing a code to access free rides on the ride-share service Lyft, in an effort to stop “would-be drunk drivers” from getting behind the wheel, according to a news release.

The effort is known as WRAP’s 2023 Halloween SoberRide program, and comes at a time of year where “nearly half (48%) of U.S. traffic deaths involve drunk drivers,” the release said.

Those wishing to take advantage of a free Lyft from WRAP can access the SoberRide promo code on [www.SoberRide.com](http://www.SoberRide.com) starting Saturday at 3 p.m. The promo code covers rides up to \$15.

“Lyft is dedicated to providing access to reliable and responsible rides, and we’re proud to partner with programs like WRAP to offer Lyft as an alternative to impaired driving,” Kamillah Wood, Director of Public Policy for Community Safety at Lyft, said in the release.



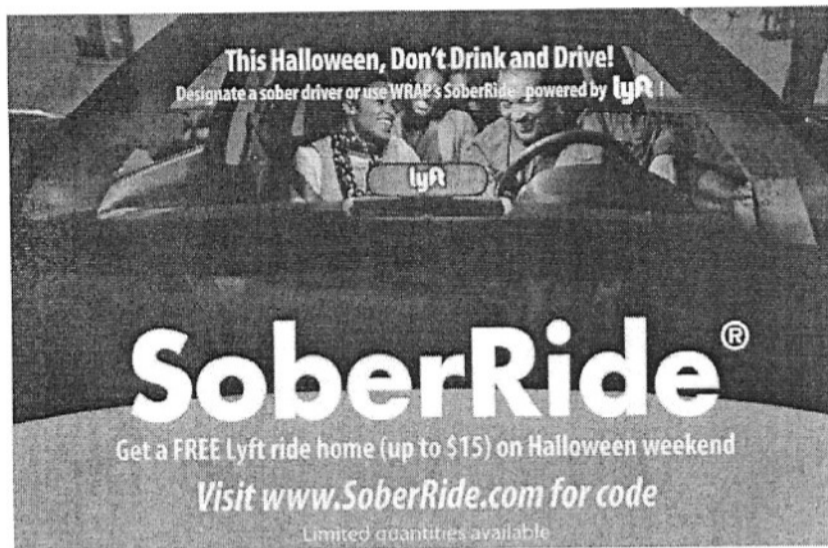
# Lyft offering free rides for Halloween weekend

Lyft's SoberRide initiative is back for the Halloween weekend. In partnership with the Washington Regional Alcohol Program, Lyft is offering free rides up to \$15 for a limited time. Multiple codes will be available starting Saturday, Oct. 28.



## Lyft offering free rides to curb alcohol-related crashes on Halloween weekend

James Jarvis



2023 Halloween SoberRide flier (via Washington Regional Alcohol Program)

Lyft will offer free rides up to \$15 next weekend to curb drunk driving as Arlington sees an uptick in alcohol-related crashes.

Organized by the Tysons-based nonprofit Washington Regional Alcohol Program (WRAP), the initiative, known as SoberRide, aims to prevent drunk driving during holidays, such as Halloween, St. Patrick's Day and New Year's Eve when such behavior is more common.

Arlington saw two DUI arrests and three alcohol-related crashes over the last three Halloween weekends, according to data provided by ACPD.

Looking beyond Halloween, alcohol-related crashes have nearly doubled overall since 2020, surging from 96 to 172 in 2022, according to ACPD. DUI arrests have followed a similar trend, nearly doubling from 269 in 2020 to 425 in 2022.

Nationwide, drunk driving-related crashes on Halloween night claimed the lives of 159 people between 2017 and 2021, according to the National Highway Traffic Safety Administration. Just over half of those fatalities, 55%, involved adults ages 21-34.

WRAP, which previously partnered with Red Top Cab of Arlington and other taxi companies, has partnered with Lyft since 2017 to combat those statistics.

Those interested in a free ride can enter a forthcoming promotional code into Lyft's "Payment" tab. The code, for use only to those 21 and older, will be published on WRAP's website at 3 p.m. on Saturday, Oct. 28. The code is valid from 4 p.m. on Saturday until 4 a.m. on Sunday.

The nonprofit will offer a minimum of 1,500 rides this Halloween, WRAP President Kurt Erickson tells ARLnow.

He noted that 943 people used the SoberRide code last Halloween, which is the second-highest number of people to use the code in the program's history.

SoberRide saw its highest usage for Halloween 2019, when more than 1,200 people used the code to get a free ride.

The Arlington County Police Department, meanwhile, will be hosting a Halloween anti-drunk driving event on Saturday, Oct. 28, at 8 p.m. at the intersection of N. Hudson Street and Wilson Blvd. The event will highlight the impact alcohol has on motor skills.

N. Hudson Street between Wilson Blvd and 13th Street N. will be closed from approximately 6-11 p.m. for the event, according to an ACPD press release, excerpted below.



# “Free Halloween Lyft Rides THIS Weekend”

Prince Of Petworth

From the Washington Regional Alcohol Program (WRAP):

**This Halloween, Don't Drink and Drive!**  
Designate a sober driver or use WRAP's SoberRide, powered by Lyft!

## SoberRide®

Get a FREE Lyft ride home (up to \$15) on Halloween weekend  
Visit [www.SoberRide.com](http://www.SoberRide.com) for code  
Limited quantities available.

Enter the code in the app's Payment tab under the Add Lyft Pass option. Valid for up to \$15 off one ride (taken home) in the Washington D.C. coverage area from 4:00 p.m. Saturday, October 28, 2023 until 4:00 a.m. on Sunday, October 29, 2023. You must be 21 or older to use this service. Subject to Lyft's Terms of Service. Valid for new and existing Lyft users while supplies last. The SoberRide® code will be released to the public at 3:00 p.m. on Saturday, October 28th and can be used only during the aforementioned period.

2023 EXECUTIVE SOBERRIDE® SPONSORS:	2023 GOLD SOBERRIDE® SPONSORS:	2023 SILVER SOBERRIDE® SPONSORS:	2023 PUBLIC PARTNER SOBERRIDE® SPONSORS:
amazon	Comcast	PROSS	DMOJ
ENJOY RESPONSIBLY. DRINK WISER.	Corona Extra	REOWN-FORMAN	MOT
DIAGEO	enterprise	Giant	DMV
Lyft	FOUNDATION FOR ADVANCING ALCOHOL RESPONSIBILITY	GLORY DAYS GALL	
	MOLSON COORS	RAMW	
		WVNDV	

© 2023 WRAP. All rights reserved. See [www.SoberRide.com](http://www.SoberRide.com) for further details. Call 202-775-2054 for more information. This program is a proud partner of the Washington Regional Alcohol Program (WRAP).

“Free Halloween Lyft Rides THIS Weekend (4:00 pm Saturday, 10/28 through 4:00 am Sunday, 10/29) in Greater Washington to Prevent Drunk Driving”

Codes will be released here.

# SoberRide effort to be in effect for Halloween

## Initiative of Washington Regional Alcohol Program offers free rides home via Lyft

Drivers who may have had a bit too much to drink during Halloween will be able to avail themselves of a free ride home, courtesy the SoberRide initiative of the Washington Regional Alcohol Program (WRAP).

The service, conducted in collaboration with Lyft, will be in effect from Saturday, Oct. 28 at 4 p.m. to Sunday, Oct. 29 at 4 a.m. (Full information on the effort can be found at [www.soberride.com](http://www.soberride.com).)

“Nearly half of U.S. traffic fatalities during Halloween involve drunk drivers, according to the National Highway Traffic Safety Administration,” said Kurt Erickson, WRAP’s president. “Halloween is of particular concern for younger drivers, as 2021 NHTSA data shows that 55 percent of drunk-driving crashes on U.S. roadways during the holiday period involved drivers ages 21 to 34.”

WRAP also offers its SoberRide program on St. Patrick’s Day, Cinco de Mayo, Independence Day and the winter holidays through and including New Year’s. Since 1991, it has provided 86,805 free safe rides home to would-be drunk drivers in the Washington region.



# Free Safe Ride Services Available Saturday for Halloween Revelers

The Washington Regional Alcohol Program's (WRAP) 2023 Halloween SoberRide program offers free Lyft rides to keep drivers from drinking and getting behind the wheel. This Saturday rides will be available from 4 p.m. Saturday, October 28 until 4 a.m. Sunday, October 29. Nearly half of the U.S. Highway deaths during the Halloween season involve drunk drivers, according to the National Highway Traffic Safety Administration.

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 promotion code in the app's 'Payment' tab (under the 'Add Lyft Pass' option) to receive their no-cost (up to \$15) safe transportation home. The promo code will be posted at 3 p.m. on Saturday, October 28 on [www.SoberRide.com](http://www.SoberRide.com).

Last year, 943 persons in the Washington-metropolitan area used the free safe ride service SoberRide® program rather than possibly drive home impaired.

WRAP's SoberRide, founded in 1982, help ensure greater Washington, DC residents have a safe way home on high-risk holidays, according to a news release. Since 1991, WRAP has provided over 86,805 safe rides home. Currently, SoberRide operates during the December/January holiday season, St. Patrick's Day, Cinco de Mayo, Independence Day and Halloween.





## TRAFFIC ALERT: Police Host Halloween Sober Ride Outreach Event

ARLINGTON, Va. – The only thing scarier than zombies and witches loose on the streets is an impaired driver. This Halloween, make happy memories, not tragic nightmares by getting behind the wheel after drinking. To help spread the message that Buzzed Driving Is Drunk Driving, the Arlington County Police Department, in partnership with the Washington Regional Alcohol Program (WRAP), is hosting a Halloween anti-drunk driving event to highlight the impact alcohol has on motor skills. This free event is open to the public and will take place on Saturday, October 28th at the intersection of N. Hudson Street and Wilson Boulevard, beginning at 8:00 p.m.

According to the National Highway Traffic Safety Administration (NHTSA), between 2017 and 2021, there were 159 people killed in drunk-driving crashes on Halloween night nationwide (6 p.m. October 31 – 5:59 a.m. November 1). Adults between the ages of 21 and 34 had the highest percentage (55%) of fatalities in drunk-driving crashes on Halloween night in 2021. That's why the Arlington County Police Department is reminding community members if you plan to enjoy some witch's brew, be sure to arrange a sober ride home in advance.

### Celebrate with a Plan

Don't let drunk driving haunt your celebrations – if you plan to drink, follow these simple tips for a safe and happy evening:

- Remember that it is never okay to drink and drive. Even if you've had only one alcoholic beverage, designate a sober

driver or plan to use public transportation or a ride service to get home safely.

- The Washington Regional Alcohol Program's 2023 Halloween SoberRide® program is offering free rides home, in partnership with Lyft, from 4:00 p.m. on Saturday, October 28 until 4:00 a.m. on Sunday, October 29.
- If you see a suspected impaired driver on the roadway, report to your local law enforcement. To report a suspected impaired driver in Arlington County, call the Emergency Communications Center at 703-558-2222 or 9-1-1 in an emergency.
- Do you have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.
- Always remember: Buzzed Driving Is Drunk Driving. For more information, visit the NHTSA website.

### Road Closure

N. Hudson Street between Wilson Boulevard and 13th Street N. will be closed from approximately 6:00 p.m. until 11:00 p.m. to accommodate this event.

Motorists should be on the lookout for temporary "No Parking" signs in the area. Illegally parked vehicles may be ticketed or towed. If your vehicle is towed from a public street, call the Emergency Communications Center at 703-558-2222.

**Arlington County Police Dept.**  
October 16, 2023





## Montgomery County Department of Transportation Offers Safety Tips Ahead of Halloween

With Halloween and Daylight Saving Time approaching, the Montgomery County Department of Transportation (MCDOT) is urging drivers and pedestrians to use extra caution when traveling during evening hours.

“The National Safety Council tells us that children are more than twice as likely to be hit by a car and killed on Halloween than on any other day of the year,” said Montgomery County Executive Marc Elrich. “That statistic should serve as an important reminder for motorists; drive safely, keep an eye out for trick-or-treaters, and never drink and drive if you’ve celebrated with alcohol. As the clocks turn back on Nov. 4, drivers and pedestrians should also be aware of the safety challenges that occur as it gets dark earlier during the shorter days of fall and winter.”

MCDOT suggests these tips to help keep trick-or-treaters safe:

- Drivers should slow down and be alert. Kids are excited on Halloween and may dart into the street.
- Reduce speed and turn on headlights early.
- Never drive after consuming alcohol.

- Drivers and trick-or-treaters should avoid looking at electronic devices and be aware of their surroundings.
- Drivers and trick-or-treaters should put electronic devices down and be attentive to their surroundings.
- Trick-or-treaters should cross the street at corners or crosswalks. Always look left, right and left again when crossing, and keep looking as you cross. Walk—do not run—across the street.
- Parents and trick-or-treaters can make themselves more easily seen by carrying glow sticks or flashlights, using reflective tape or stickers on costumes and bags.
- Trick-or-Treaters should always walk on sidewalks or paths when available.

**To promote safe and sober driving on Halloween, the Washington Regional Alcohol Program’s SoberRide®, in partnership with Lyft, will offer a limited number of codes for \$15 off a Lyft ride on Saturday night before Halloween, starting at 4 p.m. Saturday, Oct. 28, until 4 a.m. on Sunday, Oct 29. The Halloween SoberRide® code will be posted at 3 p.m. on Saturday, Oct. 28, at [wrap.org/soberride](http://wrap.org/soberride). The service is valid in Lyft’s Washington, D.C. coverage area.**

MCDOT is responsible for building and maintaining infrastructure along County-owned roadways including sidewalks, traffic control devices and building dedicated bike lanes. The department built seven miles of sidewalk last year, installed about 20 hybrid pedestrian beacons and continues

to add to the County’s 108 miles of protected bike lanes.

“Drivers and pedestrians should be on guard. Halloween will bring high volumes of pedestrians, with children out trick-or-treating and adults attending festivities,” said MCDOT Director Chris Conklin. “MCDOT is continuously making walking and bicycling safer through infrastructure upgrades. However, new infrastructure alone is not enough. We all need to prioritize safety as we travel and look out for one another.”

The MCDOT Safe Routes to School program and the Monster Flash, a Flash Bus Rapid Transit bus decorated inside and out, will be attending free family friendly events, giving out safety prizes including:

- Saturday, Oct. 28. Noon-3 p.m.  
Germantown Police and Fire Open House,  
20000 Aircraft Drive, Germantown
- Sunday, Oct. 29. Noon-4 p.m.  
HalloWheaton at Marian Fryer Town  
Plaza, 2424 Reddie Drive, Wheaton

For information on MCDOT programs and services, visit [montgomerycountymd.gov/mcdot](http://montgomerycountymd.gov/mcdot), follow @MCDOTNow on X, Facebook and Instagram and subscribe to MCDOT's "Go Montgomery!" newsletter.

**Montgomery County, Maryland**  
October 26, 2023



## PURCELLVILLE POLICE HALLOWEEN SAFETY TIPS

With Halloween arriving soon, the Purcellville Police Department would like to provide their annual Halloween safety tips. Residents please note the unofficial trick or treat time of 6:00 p.m. to 9:00 p.m. on Tuesday, October 31st.

According to Safe Kids Worldwide, on average, children are more than twice as likely to be hit by a car on Halloween than on any other day of the year, so we have included a few safety reminders to help ensure everyone has a fun and safe night.

- Parents and children, when possible, please utilize sidewalks, look both ways before crossing the street, and cross at crosswalks when available.
- Drivers, please slow down, especially through neighborhoods, turn on headlights early in the day, and anticipate possible additional pedestrian traffic in the evening.
- Keep costumes safe and creative. Parents make sure costumes are visible either with light colors or reflective tape or stickers, and that children can clearly see out of any masks and/or head coverings.
- Have kids carry glow sticks and/or flashlights to help them see and be seen by others.
- Only trick or treat at well-lit houses, and remain on porches or front steps rather than entering homes.
- Children under the age of 12 should not trick or treat alone without an adult. If kids are mature enough to be out

without adult supervision, remind them to stick to familiar areas and trick or treat in groups.

- Always have an adult inspect children's candy before consumption. Children and parents should be aware that a "candy fee" for inspection is not against the Town of Purcellville Code of Ordinances. J
- Reminder that the Town of Purcellville Code of Ordinance, Sec 46-39 does include a curfew for any minor under the age of 18, stating they should not loiter or remain on any street, park or public place in town between the hours of 11:30 p.m. and daylight of the following day, unless accompanied by a parent and/or guardian.
- **For adults who will be celebrating on Halloween, or any other night, please remember to do so responsibly; never drink or drive, and always arrange for a sober ride home. The Washington Regional Alcohol Program (WRAP) is offering free Lyft rides home this weekend. Visit [www.SoberRide.com](http://www.SoberRide.com) for more information.**
- Reminder that the wearing of a mask and/or costume this Halloween season does not excuse rude and unkind behavior.

For those who chose to participate in Halloween activities, we encourage you to make a plan to do so safely.

***Purcellville Police Department***  
October 27, 2023