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FREE ST. PATRICK'S DAY LYFT RIDES OFFERED
THROUGHOUT GREATER WASHINGTON TO
PREVENT DRUNK DRIVING

Washington, DC, Feb. 25 – Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration (NHTSA), over a third (37%) of all U.S. traffic deaths involve drunk drivers*, **free St. Patrick's Day Lyft rides will be offered to deter impaired driving throughout the Washington-metropolitan area beginning Sunday, March 17th.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2019 St. Patrick's Day SoberRide® program will be in operation beginning at **4:00 pm on Sunday, March 17th (St. Patrick's Day) and continues until 4:00 am on Monday, March 18th, 2019** as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

During this twelve-hour period, area residents age 21 and older celebrating with alcohol may download Lyft to their phones, then enter a SoberRide® code in the app's "Promo" section to receive their no cost (up to \$15) safe transportation home. WRAP's St. Patrick's Day SoberRide® promo code will be posted at 3:00 pm on Sunday, March 17th on www.SoberRide.com.

Last year, a record 982 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.

"Nearly 40-percent (37%) of all U.S. traffic fatalities during St. Patrick's Day 2017 involved drunk drivers according to the National Highway Traffic Safety Administration," said Kurt Gregory Erickson, WRAP's President. ***"Between midnight and 6:00 am the day after St. Patrick's Day that year, three-fourths (75%) of all U.S. traffic deaths involved alcohol-impaired drivers."***

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.

"Lyft is proud of the role ridesharing has played in reducing impaired driving across the nation. Here in the DC area, partnering with the Washington Regional Alcohol Program allows us to take our commitment to providing safe, convenient, and affordable transportation a step further, particularly during times of the year when people are out celebrating and in need of a ride home," said Steve Taylor, GM, Lyft Washington, D.C.

Sponsors of this year's St. Patrick's Day SoberRide® campaign include the 395 Express Lanes, AAA Mid-Atlantic, Anheuser-Busch, Brown-Forman, Constellation Brands, District of Columbia Association of Beverage Alcohol Wholesalers, Enterprise Rent-A-Car, Giant Food, Glory Days Grill, Lyft, MillerCoors, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association.

In addition, eleven 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); The Irish Whisper (MD); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); The Limerick Pub (MD); Martin's Tavern Est. 1933 (DC); Murphy's Grand Irish Pubs (DC & VA); O'Sullivan's Irish Pub (VA); Rí Rá Irish Pub (DC); and Siné Irish Pub (VA).

Since 1991, WRAP's SoberRide® program has provided 75,498 free safe rides home to would-be drunk drivers in the Greater Washington area.

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.

**Source: National Highway Traffic Safety Administration, see: <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/saint-patricks-day>*

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