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SUPER BOWL SUNDAY MEANS DRUNK **DRIVING FOR MANY**

***THIS SUNDAY LABELED AS ONE OF THE 'MOST DANGEROUS DAYS' re.
DRUNK DRIVING BY U.S. OFFICIALS***

GREATER WASHINGTON AREA GROUP OFFERS TIPS TO COMBAT DRUNK DRIVING DURING SUPER BOWL WEEKEND

McLean, VA, Jan. 28 – While the teams, site and times have been finalized, local advocates are urging the public to also develop a game plan to prevent drunk driving during this weekend's Super Bowl activities.

According to National Highway Traffic Safety Administration (NHTSA), Super Bowl Sunday is one of the this country's "most dangerous days" when it comes to drunk driving.* NHTSA figures show that nearly four-out-of-ten of all traffic deaths occurring during the 2006 Super Bowl weekend were alcohol-related.

"Because Super Bowl Sunday has been thrown in to the annals of deadly drunk driving periods, it's equally important to have a game-plan off the field as well as on to combat this too often deadly opposition," said Kurt Gregory Erickson, President of the Washington Regional Alcohol Program (WRAP), a 26-year-old public-private partnership combating drunk driving. ***"Whether it be a football opponent or a drunk driver, one's best offense is a good defense."***

The McLean, Virginia-based nonprofit organization has issued a number of "safe celebrating" tips to prevent drunk driving during this weekend's "Super Bowl Sunday," February 3, 2008. These tips include:

- **Plan ahead and designate a driver** if you're celebrating with alcohol.
- **Use alternative transportation** like taxi cabs.
- **Be a responsible host by:**
 - ✓ **Not serving anyone who appears to be impaired.**
 - ✓ **Serving food with alcohol** (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body's alcohol absorption rate).

(continued)

- ✓ **Using a non-carbonated base in alcoholic punches** (the body absorbs alcohol faster when mixed with carbonization).
 - ✓ **Serving non-alcoholic beverages** as an option.
 - ✓ **Never serving minors.**
 - ✓ **Closing the bar at least an hour before the event's end.**
 - ✓ **Designate a bartender / don't let guests mix their own drinks.**
 - ✓ **And never allowing impaired guest to get behind the wheel.**
- **Report drunk drivers.** (*Maryland and Virginia law enforcement professionals both encourage the use of the "#77 feature" on wireless telephones for motorists to report suspected drunk drivers. In D.C., dialing "311" is encouraged for the same.*)
 - **Wear your seatbelt.**

"Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver," said Erickson. "The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries."

Founded in 1982, 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 the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, *SoberRide*. For more information, visit WRAP's web site at **www.wrap.org**.

* Source: NHTSA, see: <http://www.stopimpaireddriving.org/planners/sbs2008/resources/sb-factsheet.doc>