

**CONTACT:** Kurt Gregory Erickson  
President

**PHONE:** W. 703 / 893-0461  
**MOBILE:** 703 / 625-2303

**FOR IMMEDIATE RELEASE**  
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# **NEARLY 400 SOBERRIDES**

# **PROVIDED ON JULY 4th**

## ***LOCAL PROGRAM REMOVES 'WOULD-BE DRUNK DRIVER EVERY 74-SECONDS' LAST NIGHT***

**Washington, DC, July 5** – The Washington-metropolitan area's *SoberRide* program provided 389 free cab rides home to would-be drunk drivers this Independence Day.

Provided by the nonprofit Washington Regional Alcohol Program (WRAP), the Independence Day *SoberRide* program began yesterday, July 4<sup>th</sup>, at 10:00 pm and continued until 6:00 am today as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

***"For SoberRide's hours of operation this Independence Day, this level of ridership translates into the removal of a would-be drunk driver from Greater Washington's roadways every 74-seconds,"*** said Kurt Gregory Erickson, WRAP's President.

The level of last night's *SoberRide* use represents a more than 17-percent (17.52%) increase in *SoberRide* ridership from last year's (2009) July 4<sup>th</sup> offering (331 > 389) according to WRAP.

During *SoberRide's* eight-hour period this Independence Day, area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1 – 800 – 200 – TAXI and be afforded a no-cost (up to a \$ 50 fare), safe way home. AT&T wireless users could call # - TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

*SoberRide* was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's Independence Day *SoberRide* offering included AT&T, Anheuser-Busch, Diageo, Enterprise Rent-A-Car Foundation, ExxonMobil, GEICO, Red Top Cab of Arlington and the Washington Area New Automobile Dealers Association.

In addition, a recently successful fundraising campaign to ensure the charity-run program included contributions from the Beer Institute, Capitol Outdoor, GEICO, MillerCoors, Restaurant Association Metropolitan Washington, The Century Council and Washington Wholesalers amongst others.

Participating taxicab companies include: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

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, D.C. metropolitan region. 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.

Since 1993, WRAP's *SoberRide* program has provided 48,727 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit WRAP's web site at [www.wrap.org](http://www.wrap.org).