

CONTACT: Kurt Gregory Erickson
President

PHONE: W. 703-893-0461
CELL: 703-625-2303

FOR IMMEDIATE RELEASE
April 15, 2019

**FREE CINCO DE MAYO LYFT RIDES OFFERED THROUGHOUT
GREATER WASHINGTON TO PREVENT DRUNK DRIVING**
*NEARLY ONE-THIRD OF U.S. HIGHWAY DEATHS ON CINCO DE MAYO
INVOLVE DRUNK DRIVERS*

Washington, DC, April 15– Preparing to combat that time of year when, according to the National Highway Traffic Safety Administration (NHTSA), nearly one-third (30%) of all U.S. traffic deaths involve drunk drivers, **free Cinco de Mayo Lyft rides will be offered to deter impaired driving throughout the Washington-metropolitan area beginning Sunday, May 5th, 2019.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2019 Cinco de Mayo SoberRide® program will be in operation beginning at **4:00 pm on Sunday, May 5th (Cinco de Mayo) and continue until 4:00 am on Monday, May 6th, 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 Cinco de Mayo SoberRide® promo code will be posted at 3:00 pm on Sunday, May 5th on www.SoberRide.com.

Last year, a record 897 persons in the Washington-metropolitan area used WRAP's Cinco de Mayo SoberRide® program rather than possibly driving home impaired. The charity also offers its SoberRide® program on St. Patrick's Day, Independence Day, Halloween and the winter holidays.

"Nearly one-third (30%) of all U.S. traffic fatalities during Cinco de Mayo 2017 involved drunk drivers according to the National Highway Traffic Safety Administration," said Kurt Gregory Erickson, WRAP's President. ***"Worse, nearly one-fourth (21%) of U.S. drivers in fatal crashes during the 2017 Cinco de Mayo period had BACs of .15 or higher."***

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 reliable, convenient, and responsible

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 Cinco de Mayo 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.

Since 1991, WRAP's SoberRide® program has provided 76,195 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.

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