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**FOR IMMEDIATE RELEASE**  
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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), well over a third (39%) 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 Tuesday, March 17<sup>th</sup>.**

Offered by the nonprofit Washington Regional Alcohol Program (WRAP), the 2020 St. Patrick's Day SoberRide® program will be in operation beginning at **4:00 pm on Tuesday, March 17<sup>th</sup> (St. Patrick's Day) and continue until 4:00 am on Wednesday, March 18<sup>th</sup>, 2020** 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 Tuesday, March 17<sup>th</sup> on [www.SoberRide.com](http://www.SoberRide.com).

Last year, 697 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 of U.S. traffic fatalities during St. Patrick's Day 2018 involved drunk drivers according to the National Highway Traffic Safety Administration,"*** said Kurt Gregory Erickson, WRAP's President. ***"Worse and between midnight and 6:00 am the day after St. Patrick's Day that year, more than three-fifths (62%) of 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 reliable, 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 Emily Ellis, Lyft General Manager.

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, Foundation for Advancing Alcohol Responsibility, Giant Food, Glory Days Grill, Lyft, Molson Coors Beverage Company, New Belgium Brewing, Restaurant Association Metropolitan Washington and the Washington Area New Automobile Dealers Association. In addition, WRAP's 2020 Public Partner SoberRide Sponsors include the District of Columbia Department of Transportation, Maryland Highway Safety Office/Maryland Motor Vehicle Administration and Virginia Department of Motor Vehicles.

In addition, ten 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); Ireland's Four Courts (VA); The Irish Whisper (MD); 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); and Siné Irish Pub (VA).

Since 1991, WRAP's SoberRide® program has provided 80,047 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](http://www.SoberRide.com).

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