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Press Release

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FOR IMMEDIATE RELEASE
October 11, 2011

TAVERN LEAGUE SAFERIDE PROGRAM USE CONTINUES TO GROW

MADISON, WI, OCTOBER 11, 2011: The Tavern League of Wisconsin is pleased to announce that participation in it's SafeRide Program continues to grow. The new numbers show 68,678 free SafeRides were given last year, up 6,320 from the previous year. The increase is in despite of a decline in business being experienced throughout the state at on-premise establishments.

The Tavern League of Wisconsin works with the Department of Transportation to administer the SafeRide Program. It exists to provide free rides home to tavern customers who may feel too impaired to drive. Currently 54 local tavern leagues maintain programs in their communities. The program originated in 1985 and began to receive state funding in 1999. Usage by patrons has increased every year. Last year, over 1600 Tavern League members participated in the program.

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The cost of the program last year, which is funded by a surcharge on all OWI convictions and fundraising efforts of local tavern leagues, was $741,949. “The work our people do to administer and maintain this program is phenomenal”, says Tavern League of Wisconsin President, Rob Swearingen.

“It is not safe to drive while impaired and SafeRide is a tool to prevent that from happening”, says TLW Executive Director Pete Madland. “We are proud to claim ownership of the premiere SafeRide Program in the country.”

For more information go to www.tlw.org

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