

Press Release

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SAFERIDE PROGRAM CONTINUES STATEWIDE SUCCESS

MADISON, WI: The Tavern League of Wisconsin's long-standing commitment to keep Wisconsin's roads safe is clearly evident with the release of its latest SafeRide program report. In 2015-2016, TLW-Member establishments provided 82,143 free rides home to their patrons.

Thanks in part to the SafeRide program, Wisconsin has witnessed a 28% decline in OWI convictions since 2004 and nearly a 50% decline in alcohol related fatalities since 2003. During that same period, the number of SafeRides provided increased 150%, while expanding operations to 62 Wisconsin counties.

The cost of the program last year was nearly \$1,000,000. This was paid for from a combination of a surcharge placed on all DUI convictions and the efforts of the members of the Tavern League of Wisconsin. No tax dollars are used to support this program.

According to TLW President Terry Harvath, the program's status as the largest and most successful alternative transportation program in the country to address the issue of operating a motor vehicle while impaired, is due to TLW members. "We are very proud of our members who volunteer their time to ensure the program continues to thrive."

Now in its 31st year, the SafeRide program has been recognized by the National Conference of Mayors for its effort to reduce alcohol-related crashes and fatalities.

For more information about the Tavern League of Wisconsin's SafeRide program, please visit www.tlw.org and click on the SafeRide link.