

# Press Release

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## **SAFERIDE INCREASES RIDERSHIP**

MADISON, WI, SEPTEMBER 28, 2009: The Tavern League of Wisconsin announced today that ridership in its SafeRide Program jumped 18% last year. The number of patrons who took advantage of the program increased from 45,562 in 2007-2008 to 53,859 in 2008-2009, an increase of 8,297.

Over 1600 Tavern League members in 50 separate programs participated in SafeRide. The total cost of the rides was \$454,447, which averages out to \$8.44 per ride, while total expenditures of the program were \$584,372. Fifty percent of the programs funding comes from a surcharge on all OWI convictions, while the remaining fifty percent comes from the Tavern League members themselves who volunteer their time sponsoring various fundraisers throughout the year. The Tavern League works in conjunction with the Department of Transportation to administer the program.

"We are very pleased with the continued growth of our SafeRide Program. This is a result of a lot of hard work by our members and more people changing their drinking and driving habits", said Pete Madland, Executive Director of the Tavern League. "Our members contribute countless hours of their time to raise money and operate the program".

To use the program, people who feel impaired can contact a bartender and request a ride. A taxi cab or a "Good Samaritan" driver will provide a free ride home. The program is available at participating Tavern League members only.

Rob Swearingen, President of the Tavern League of Wisconsin said "We are very proud of our members who work so hard to provide this service. No other state in the country has anything like it".

For more information go to [www.tlw.org](http://www.tlw.org)

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