

Press Release

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TAVERN LEAGUE SAFERIDE PROGRAM USE CONTINUES TO GROW

MADISON, WI, SEPTEMBER 29, 2010: Participation in the Tavern League of Wisconsin's SafeRide Program continued to increase this past year. The number of rides given in the 2009-2010 reporting period was 62,358, an increase of 8,499 over the previous year.

The Tavern League of Wisconsin, in conjunction with the Wisconsin Department of Transportation, administers the program that provides free rides home to patrons who may feel impaired. This years cost to run the program was over \$610,000. These monies are provided by a surcharge on all OWI convictions and through the fundraising efforts of local Tavern Leagues. "Our people work hard and volunteer their time to raise money and operate SafeRide. We acknowledge and appreciate their efforts." said Rob Swearingen, Tavern League President. Fifty counties currently provide a SafeRide Program.

Executive Director, Pete Madland stated "More and more people understand it is not safe to drive impaired and our SafeRide Program is a viable alternative to doing so."

The program is available at all participating TLW Member establishments. If someone feels impaired, simply ask the bartender for a SafeRide and one will be provided either from a local cab company or a "Good Samaritan" driver.

The program was instituted in 1985 and has expanded each year. Currently 1700 Tavern League Members throughout Wisconsin offer the SafeRide Program to their customers. "It is an effective program and we are very proud of what our members have accomplished", says Madland.

For more information go to www.tlw.org

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