SAFERIDE
You're home free

TAVERN LEAGUE SAFERIDE PROGRAM 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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—Rob Swearingen, Tavern League President

TAVERN LEAGUE OF WISCONSIN SURVEY 2010

League/Group	Number of Riders	Cost of Rides	Average Cost	Participation	% of Membership	Total Cost
Adams (New)	18	147.00	8.17	33	64%	7272.47
Ashland/Bayfield	280	2,468.00	8.81	17	38%	3,802.87
Baraboo	402	8,000.00	19.90	20	20%	10,000.00
Barron	429	3,197.00	7.45	6	10%	3,197.00
Brown	761	12,611.00	16.57	200	100%	12,611.00
Burnett	832	13,288.50	15.98	10	25%	17,311.39
Clark	36	495.00	13.75	8	7%	515.22
Columbia	702	6,136.35	8.74	13	27%	6,136.35
Dodge	164	2,196.00	13.39	13	13%	3,000.00
Door	406	2,991.50	7.37	20	21%	6,012.00
Dunn	643	7,295.00	10.00	4	15%	7,355.00
Eau Claire	2,345	17,462.00	7.45	28	47%	29,102.00
Elkhart Lake	264	1,795.00	6.80	8	100%	1,850.00
Fond du Lac	425	2,873.00	6.76	25	47%	4,723.00
Grant/Iowa (New)	78	625.00	8.01	24	21%	625.00
Green Lake	125	1,056.00	8.45	7	20%	4,021.00
Jackson	251	1,904.75	7.59	10	19%	2,010.00
Jefferson	272	1,170.00	4.30	7	8%	3,139.37
Juneau	260	2,041.25	7.85	50	75%	2,441.25
Kenosha City	1,200	10,800.00	9.00	40	50%	12,000.00
Kenosha County	402	8,614.00	21.42	38	65%	9,412.00
Kewaunee	43	530.00	12.33	18	47%	1,456.00
La Crosse	9,650	67,846.08	8.24	158	100%	79,495.16
Lakeland	140	1,659.00	20.74	23	50%	1,659.00
Langlade	371	3,570.00	10.00	32	50%	7,250.00
Madison/Dane	4,972	54,523.48	10.96	82	50%	54,523.48
Manitowoc	539	5,130.00	9.52	40	44%	5,395.83
Marathon	7,767	53,000.50	6.82	81	73%	56,800.00
Marinette	1,818	8,184.00	6.00	19	30%	9,388.33
Marquette	505	4,139.75	8.20	22	53%	8,825.71
Milwaukee	892	13,344.25	14.96	49	22%	23,733.34
Monroe	5,272	24,687.00	4.68	34	51%	32,177.00
Oneida	2,745	14,797.55	5.39	30	44%	23,951.98
Oshkosh	2,757	18,448.74	6.69	48	33%	30,000.00
Ozaukee (New)	9	104.00	11.55	18	9%	134.00
Pierce	217	941.00	4.37	8	21%	1,230.75
Polk	3,344	8,904.50	6.83	58	96%	9,634.50
Racine City	1,215	25,730.00	21.18	43	50%	29,000.82
Shawano County	108	953.00	8.81	12	18%	1,632.99
Sheboygan	1,390	6,192.00	6.00	29	49%	12,184.68
Superior/Douglas	1,960	20,794.84	10.60	29	32%	26,860.00
Tomahawk/Merrill	1,841	18,410.00	10.00	45	60%	10,200.82
Trempealeau/Buffalo	1,676	20,204.93	12.06	70	75%	21,837.26
Walworth	599	8,445.25	14.10	92	85%	8,639.75
Washburn (New)	5	110.00	22.00	1	10%	110.00
Washington County	45	445.00	9.88	6	8%	1,953.00
Waukesha	189	3,218.00	17.00	12	9%	3,438.00
Waupaca County	30	974.00	32.47	18	24%	1,158.00
Waushara	135	1,500.00	30.00	12	25%	2,049.00
Wood	1,847	5,894.50	3.19	60	63%	6,316.99
Total	**62,358**	**$499,700.72**	**8.01**	**1,697**	**40%**	**$610,300.84**