

Press Release

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SAFERIDE PROGRAM: OVER THREE DECADES OF SUCCESS

Madison, WI: Now in its 32nd year, the Tavern League of Wisconsin's SafeRide Program continues to be a model for the rest of the nation. The Tavern League's commitment to keep impaired drivers off Wisconsin's roads is documented in its recently released SafeRide Survey of more than 60 counties in the state. In 2016-2017, TLW-member establishments provided 95,203 free rides home to their patrons, a 15.8 percent increase from the previous year.

Thanks in part to the SafeRide program, Wisconsin has witnessed a 58 percent decline in alcohol related fatalities over the last ten years while also experiencing a 47 percent decrease in injuries and a 38 percent reduction in crashes. In recent years the number of SafeRides provided increased over 150 percent, while program operations were expanded to 62 Wisconsin counties.

The cost of the SafeRide program, which is nearly \$1 million, is shared by hardworking TLW members as well as funds generated by surcharges on OWI convictions.

According to TLW Executive Director Pete Madland, 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."

The Tavern League's SafeRide program has become so well-known throughout the country, Madland adds, it's now considered the standard for other states as they strive to eliminate drunk driving on their roadways. In fact, the National Conference of Mayors has recognized the SafeRide program 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.