

FOR IMMEDIATE RELEASE:
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**Friends
Don't Let
Friends
Drive Drunk.**

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Safe Ride Program Extended For Holidays *Free Trip Home Offered to Hall County Residents*

Gainesville, GA – The recently piloted free-ride-home program for impaired drivers was so successful that there is no reason for anyone to get behind the wheel drunk this holiday season.

More than 70 people utilized the BPI-Safe Rides service during the Labor Day weekend. Now Bill's Place, Inc. (BPI), the local non-profit treatment facility that offered the service, is extending the program for Christmas and New Year's.

BPI-Safe Rides is providing free rides home for impaired drivers from December 24 – 26 and from December 31 – January 2, 2010. To arrange transportation, simply call (770) 533-1103. BPI-Safe Rides will transport drivers and their insured vehicles from any location within Hall County to drivers' Hall County residences. The service is free, and contributions are welcome.

“We will be out in force to get more drunk drivers off the road—and save lives that might otherwise be lost during the holidays,” said Vivienne Speer, Executive Director of BPI. “Telling people to not drink and drive but instead designate a sober driver is all well and good, and many do this. However, for those who don't have a designated driver, our team of BPI resident volunteers will take them and their vehicles home free of charge.”

The extent to which the service is used by Hall County bars, clubs, restaurants, and residents during the 2009 holiday season will determine whether the program becomes permanent for all major holidays.

She continued, “Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses. So don't take the chance. Remember, if you are caught over the limit, you will be placed under arrest. Let's do our part, Hall County, in getting people home safe and sound.”

For more information, contact Vivienne Speer at (770) 965-2870 or visit www.bpi-saferides.org.

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