

SoberLift Launched for St. Patrick's Day Weekend

Office of Highway Safety Activates SoberLift® Program for St. Patrick's Day

MEDIA ALERT

Friday, March 13, 2020

Statewide DUI initiative to run from March 13 through March 18

WHAT: [The Delaware Office of Highway Safety \(OHS\)](#) is re-activating the SoberLift program, in partnership with Lyft® over St. Patrick's Day weekend, statewide.

The program will begin on Friday, March 13, at 8 p.m., and run through Wednesday, March 18 at 2 a.m., and will provide free Lyft® vouchers* (maximum value of \$15) for individuals who want a sober ride. To participate in the program, individuals need to text "**SOBERLIFT**" to 99000 to redeem the discount code.

Campaign sponsors include [Breakthru Beverage DE](#), Crown Royal, Captain Morgan, [Two Stones Pub](#), [Buffalo Wild Wings](#), [Grain Craft Bar + Kitchen](#), [First State Brew Bus](#), [Kelly's Logan House](#), [Washington Street Ale House/Oyster House](#), [Wilmington Blue Rocks](#), [Delaware Department of Insurance](#), [Dewey Business Partnership](#), [Bluecoast Seafood Grill & Raw Bar Rehoboth](#), [The Starboard](#), [Liquid Alchemy Brewing](#), and [Aloysius Butler & Clark](#)

(AB&C).



WHERE: State of Delaware

WHEN: Friday, March 13 at 8 p.m., and running through Wednesday, March 18 at 2 a.m.

WHO: The Delaware Office of Highway Safety

Lyft®

MORE: St. Patrick's Day ranks among the top five most popular drinking days in America – only behind New Year's Eve, Christmas and Fourth of July, and like most states, it is celebrated across several weekends throughout March as well as the actual day. In 2018 alone, 73 people (39% of all crash fatalities) were killed in drunk-driving crashes over the St. Patrick's Day holiday period ([NHTSA](#)). 673 DUI arrests have already taken place in Delaware in 2020.

OHS encourages Delawareans to have fun, but if you plan to drink make the safest choice – during one of the most dangerous times of the year – by utilizing SoberLift, to *Arrive Alive* during this festive holiday.

For more information on sober driving, please visit ArriveAliveDE.com/Drive-Sober and for more information on sober rides, please visit ArriveAliveDE.com/Drive-Sober/Safe-Rides.

**The number of daily codes available will be limited.*

CONTACT: Cynthia Cavett (302-744-2743) or Jenn Buchman (215-806-1635)

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About the Delaware Office of Highway Safety

The Office of Highway Safety (OHS) is committed to improving the safety of Delaware's motoring public by focusing on behavioral traffic safety issues such as impaired driving, seat belt use, speeding, child passenger safety, pedestrian and bicycle safety, motorcycle safety, and teen driving issues. FAQs can be found at ArriveAliveDE.com.

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