

Ashburn business launches FreeRideHome iPhone app

Alcohol drinkers and late-night party goers may have an easier way to get home in Loudoun by just a couple hand movements on their cell phones.

Ashburn-based SaintPatricksDay LLC launched its new iPhone application in May called FreeRideHome — a mobile program that ties in sober driver information and programs across the United States and puts it at the fingertips of the user.

Using GPS technology, the app identifies the user's location, finds sober driver programs in the area and puts the user in touch with one. While not all rides are free, many of the sober driver programs available offer discounted services, and many will take a rider home in his or her vehicle.

The application, currently only available on the iPhone, is available for purchase for 99 cents in the iTunes store.

Additionally, the company's website, FreeRideHome.com, provides sober driver programs an opportunity to promote their services.

"[We want] to get individuals home safe after a night out, and we are interested in working with sober driver companies; the adult beverage community; entertainment venues; local, state and federal governments; and the media to promote sober ride programs and responsible drinking decisions," co-owner David Lawlor said.

According to U.S. Department of Transportation statistics, there were 10,839 deaths resulting from drunk-driving crashes in 2009, the most recent information available.

Additionally, there were 1.4 million arrests made per year for driving under the influence between 2000 and 2008.

The five Lawlor brothers, who started the company together, think these are avoidable.

"[We] recognize that many adults enjoy drinking alcoholic beverages at their favorite bars, restaurants and entertainment venues," Aaron Lawlor said in the company's media kit. "Unfortunately, people sometimes forget to consider how they're going to get home afterward."

The company makes it clear that they don't feature one certain service provider over others.

"FreeRideHome is not associated with and does not promote any specific sober ride service providers," Andrew Lawlor said. "Our goal is for them all to succeed."

The brothers plan to expand their operation further than just iPhone technology — eventually expanding to Android, Windows Mobile, Web OS and other platforms. While they are a tech-saavy bunch, the Lawlors co-designed the application with a friend's company.

For more information, contact 240-25-SOBER (76237) or email support@FreeRideHome.com