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**TECHNOLOGY PREVENTS DRUNK DRIVING AND SAVES LIVES
Phone App and Web Service Connects People with Safe Driver Programs Nationwide**

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FreeRideHome is a newly launched smart phone application and web service that aggregates sober driver information from across the U.S. and places it at the fingertips of adult beverage consumers. Leveraging GPS technology, the FreeRideHome application identifies where an individual is located, finds sober driver programs offered in that area, and puts him or her in touch with the programs. Many of the sober driver programs available on FreeRideHome offer free or discounted services. The application is available to all iPhone users, and its developer, SaintPatricksDay, LLC, says it will be expanding to Android, Windows Mobile, Web OS and other platforms soon.

According to the U.S. Department of Transportation, in 2009 there were 10,839 deaths resulting from drunk-driving crashes. Beyond fatalities, from 2000 to 2008, there were 1.4 million arrests made per year for driving under the influence. The personal and social costs associated with drunk driving are staggering, and are made all the more so, since they are avoidable.

According to FreeRideHome co-founder, Seth Lawlor, “our goals for this application are to make it easy to find a sober ride home, reduce the personal and social costs of driving impaired, and promote responsible drinking decisions...our mission is to get you and your friends home safe after a night out.”

The creators of FreeRideHome recognize that many adults enjoy drinking alcoholic beverages at their favorite bars, restaurants, and entertainment venues. Unfortunately, people sometimes forget to consider how they’re going to get home afterwards. There are alternatives, but the costs of a cab or the inconvenience of planning ahead causes some to make the wrong decision – driving while intoxicated. FreeRideHome is designed to eliminate this dangerous behavior and the excuses that often follow.

Co-founder, Andrew Lawlor explains, “FreeRideHome is not associated with and does not promote any specific sober ride service providers. Our goal is for them all to succeed!”

FreeRideHome is interested in working with sober driver companies, the adult beverage community, entertainment venues, and local, state, and federal governments to promote sober ride programs.

If you would like more information about this topic, or to schedule an interview with a FreeRideHome representative, please call us at 240-25-SOBER (76237) or email us at support@freeridehome.com.