

Designated Drivers of Alaska, LLC

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FOR IMMEDIATE RELEASE

“IMPAIRED VEHICLE OWNER WAKES UP TO FIND CAR AT HOME”

Professional Chauffeur Service Gets Vehicles and Their Inebriated Owners Home Safe and Sound without the Fear of Accidents or DUIs

Designated Drivers of Alaska, LLC is a new Driver for Hire service, offering the impaired Anchorage driver a safe and affordable option for returning home, with their vehicle, after a night on the town.

The concept is simple and straightforward. Responsible drinkers who would rather not have to remain the “designated driver” while their friends are all enjoying adult beverages may contact Designated Drivers of Alaska for a personal designated driver. A “DD” will arrive at the selected time along with a second driver in a “chase car.” After a quick check of the client’s vehicle for safety, ownership and insurance, the DD will drive the vehicle, with its owner as a passenger, to the owner’s home or final destination. The Designated Driver is then transported to the next pick-up location by the chase car.

“We recognized an overwhelming local demand for this type of personalized service,” said Jason Rowley, Anchorage resident and co-founder of Designated Drivers of Alaska. “We are neither a taxicab service, nor are we interested in competing with the taxi companies. Quite simply, our twofold mission is to help keep impaired drivers off of Anchorage streets, and to offer conscientious drinkers a safe and affordable option for getting their vehicle home after a night on the town.”

Alaska averages nearly thirty alcohol related traffic fatalities each year, along with about 4,800 annual DUI arrests. “These statistics are unacceptable,” said Rowley. “Every alcohol-fueled accident or DUI hurts not only those directly involved, but the ripple effect impacts family, friends, co-workers and others within the community.”

The \$40 fee for most delivery destinations within the Anchorage bowl is an amount that basically just covers the time for two employees and mileage on the chase car. In comparison, the long-term cost of a first time DUI, according to the State of Alaska, is \$22,000, and that does not even include the embarrassment factor or the immeasurable costs resulting from lost employment or job opportunities. DDA hopes that the modest fee will encourage widespread acceptance and use of the designated driver service.

Designated drivers are currently available in Anchorage on weekend evenings from 9PM until 3AM, but future plans include expanding to seven day per week coverage. Reservations or requests for service outside of regular hours may be booked online in advance (ddalaska.com), or customers may call DDA dispatch at any time to arrange for

pick-up by the next available driver pair (830-SAFE). Advance reservations are recommended.

Designated Drivers of Alaska, LLC is a family-owned Anchorage business, founded in 2010 by Jason and Matt Rowley. Jason and his father Matt are proud to be offering this affordable alternative option to responsible Anchorage drinkers. According to Jason, "If we can help prevent even one serious accident or DUI which might have otherwise occurred, this venture will be a personal success."

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