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FOR IMMEDIATE RELEASE

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THE JORDAN WACHTELL FOUNDATION IS FORMED

Launched on the Tragic Anniversary of His Death

Mission is to Prevent Impaired Driving

-- January 25, 2021 -- Steven Chase, a member of the Board of Directors for SafeRide America, an established 10-year-old nonprofit 501(c)3 organization, has formed the Jordan Wachtell Foundation in Palm Beach County Florida. The new Foundation is being formed one year after the death of Jordan Wachtell, who was killed last January 30th by a drunk driver going the wrong way on a major highway.

George Anagnostou, owner of the Copperfish Kitchen, a new upscale seafood restaurant located in front of the Boca Plaza, is allowing SafeRide to use their location as a launching point for our Grand Opening ceremony which will start at **6:30 PM, Saturday January 30th**. Come and see our press banner and awareness table at the location.

We are also offering a free Safe Ride at the Boca Center up to 4AM that evening in honor of Jordan's untimely passing. SafeRide will have teams of two drivers to get both you and your car home safely. Our professional driver gets in your car with you and drives while the second SafeRide driver follows behind as a "chase driver".

"While DUI-related deaths have been greatly reduced over the past two decades, even a single death that is preventable is a tragedy," Chase said in announcing the formation of the Foundation. "In addition to alcohol, we now have to combat the negative impact of marijuana, prescription drugs and driver distraction due to things like texting and driving," he went on to say.

Florida Impaired Driving Data

According to the Foundation for Advancing Alcohol Responsibility, 814 people in Florida were killed by drunk drivers in 2018 which is 26% of the 10,511 killed nationally due to DUI. The Centers for Disease Control data shows from 2003-2012 8,476 people were killed in Florida crashes involving a drunk driver.

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According to Mothers Against Drunk Driving (MADD) almost half of all drivers who were killed in crashes and tested positive for drugs also had alcohol in their system. More than 22% of all drivers tested positive for illegal, prescription, or over-the-counter drugs.

A Unique Prevention Strategy

Working in close tandem with Michael Rhyne, Executive Director of SafeRide America, the Wachtell Foundation is going to take a unique approach to the problem of drunk driving by establishing SafeZones™ in various communities throughout South Florida. SafeZones are areas where bar and restaurant owners collaborate to provide SafeRide service in their community.

For each of these zones SafeRide America with the support of the Wachtell Foundation will hire background checked and trained driving teams who will pick up who will get anyone and their car home safely “This local effort will save lives and SafeRide will expand the service city by city”, Mr. Chase said.

Expansion Plans

“It is our intention to expand our SafeZones concept nationally and to raise funds we will be using social media and crowd funding. To create public awareness, we will be creating and distributing a national public service advertising campaign titled: **“Don’t Drive Tippy”** working with Goodwill Communications, which has extensive experience in preventing drunk driving,” Chase said,

According to Mike Rhyne, “Steven Chase adds passion and marketing expertise to our Board and our SafeZone platform. Steve will play a critical role when we expand our social enterprise business model outside of Atlanta.”

About the Participants

Steven Chase is the grandson of Leonard Pines, Founder of Hebrew National Kosher Foods and an award-winning food artist with 28 years of marketing and food experience.

Mike Rhyne has been in the transportation industry for over 30 years and is the Executive Director of Safe Ride America based in Atlanta where the organization has provided on-demand designated driver services since 2010.

Bill Goodwill is founder of Goodwill Communications, Inc., a firm which specializes in the creation, distribution and evaluation of public service ad campaigns. He was formerly the deputy director of the national *Friends Don’t Let Friends Drive Drunk* campaign on behalf of the National Highway Traffic Safety Administration.

For more information go to: Safe Ride America website at: <https://saferideamerica.org/>
Goodwill Communications website at: www.goodwillcommunications.com.