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More Than a Meal: Virginia Beach Restaurants Partner to Save Lives this July 4, 2026

VIRGINIA BEACH, VA – June 19, 2026– The Virginia Beach Restaurant Association (VBRA) is proud to partner with Drive Safe Hampton Roads and Tidewater Community College to promote the 757 Sober Ride Program, a regional initiative that helps prevent impaired driving by providing eligible patrons with up to \$15 off a Lyft ride home during designated holiday campaigns.

Participating restaurants will receive complimentary promotional materials, including posters and drink coasters featuring QR codes that connect guests directly to safe ride information. The program aims to increase awareness of responsible transportation options and reduce alcohol-related crashes, injuries, and fatalities throughout Hampton Roads.

With Independence Day celebrations approaching, VBRA encourages restaurants and bars to join the initiative and demonstrate their commitment to responsible hospitality and community safety.

For complete program details and information about the partnership, please read the [official joint press release](#).

ABOUT THE VIRGINIA BEACH RESTAURANT ASSOCIATION

The Virginia Beach Restaurant Association (VBRA) is the only dedicated restaurant business association in Hampton Roads, representing over 130 local restaurants. VBRA advocates for policies that support a vibrant, sustainable hospitality industry while promoting Virginia Beach as a premier culinary destination.

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