

## FOR IMMEDIATE RELEASE



### **Media Advisory: Ontario Association of Chiefs of Police teams up with Lyft to reward safe drivers this season**

OTTAWA (May 9, 2019) – Ahead of the Victoria Day holiday weekend, Lyft and the Ontario Association of Chiefs of Police (OACP) are partnering to help combat impaired driving by rewarding safe drivers.

Beginning May 13, uniformed police officers in Ottawa and Toronto will offer safe, sober drivers with a reward from Lyft at road-side spot-checks (RIDE). Each Lyft ticket provides new and existing Lyft users with \$5 off their next reliable ride.

“Our commitment is to target impaired drivers and dangerous driving through RIDE checkpoints, but also through intelligence-led directed enforcement,” said Staff Sergeant Marc-Andre Sheehy of the Ottawa Police Service Traffic Unit. “This year, we’re excited to partner with Lyft on an innovative initiative designed to reward safe drivers with Lyft credits. Our goal is to encourage Ottawa drivers to plan ahead and make the smart transportation choice, every time.”

“With safety as our top priority, teaming up with the OACP allows us to provide future Lyft rides to drivers in Ontario and discourage impaired driving,” says Rob Woodbridge, Market Manager for the Ottawa region, Lyft. “We are proud to partner with the OACP as part of our ongoing commitment to creating safer and more livable cities. We look forward to encouraging drivers to continue to make responsible choices and choose Lyft as their go-to, smart ride option.”

On May 14, Lyft is honoured to take part in the launch of the OACP’s Drive Safe program at Toronto Police Headquarters. More information is on Lyft’s blog [here](#).

#### **About Ontario Association of Chiefs of Police**

The Ontario Association of Chiefs of Police is the voice of Ontario’s Police Leaders. OACP members serve their communities as the senior police leaders in municipal, regional, provincial national, and First Nations police services across Ontario.

**About Lyft**

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation, and is available to 95 percent of the United States population as well as select cities in Canada. Lyft is committed to effecting positive change for our cities by offsetting carbon emissions from all rides, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships.

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