



OFFICE OF THE DISTRICT ATTORNEY

RICHMOND COUNTY

MICHAEL E. MCMAHON

DISTRICT ATTORNEY

130 STUYVESANT PLACE STATEN ISLAND, NEW YORK 10301

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Contact: Ryan Lavis (718) 556-7150

Ryan.Lavis@rcda.nyc.gov

Staten Island DA McMahon, Uber, and MADD Announce Return of Staten Island Safe Ride Initiative

SI Safe Ride offers discounted rides with Uber to Staten Island residents celebrating Cinco de Mayo, May 5, 2022

Staten Island, N.Y. —Today, Richmond County District Attorney Michael E. McMahon, Uber, and Mothers Against Drunk Driving (“MADD”) announced the return of the Staten Island Safe Ride Initiative that will offer discounted Uber rides to Staten Island residents out celebrating Cinco de Mayo this year.

The District Attorney made the announcement Tuesday while commemorating National Crime Victims’ Rights Week by joining MADD for a remembrance ceremony for victims of vehicular crimes. Together, they placed pairs of shoes down at the intersection of Forest Ave. and Victory Blvd., just outside Silver Lake Park, to symbolize the many people that have been killed throughout the country because of drunken-driving crashes and vehicular crimes.

Staten Island District Attorney Michael E. McMahon said, “Our Staten Island Safe Ride Initiative with Uber and MADD has safely transported thousands of Staten Islanders across the borough to enjoy different holidays without the dangers of drunk or drugged driving lingering in the rear-view mirror. Now being offered once again, we encourage everyone out celebrating Cinco de Mayo this year to make the responsible decision and take advantage of this promotion.

As prosecutors, we see firsthand the devastating consequences one bad decision behind the wheel can have. That is why my office and the NYPD work tirelessly year-round to fully enforce our traffic and vehicular-related laws, which are intended to keep all New Yorkers safe, and hold those who commit drunk driving and other crimes accountable. As always, the best way to ensure everyone stays safe on our roads is through education and preventive steps. I am grateful to be able to continue our successful initiative to offer Staten Islanders a safe ride home this Cinco de Mayo and I want to thank Uber and MADD for their continued partnership and support as we keep our streets safe for everyone.”

“Putting down your keys and instead opting to ride with Uber has the power to save countless lives. We are proud to partner with District Attorney McMahon and MADD to help our friends on Staten Island get home safely this Cinco de Mayo,” **said Uber Massachusetts Spokeswoman Freddi Goldstein.**

“Throughout the year and during National Crime Victims’ Rights Week, Mothers Against Drunk Driving honors and supports all victims and survivors of drunk and drugged driving crashes,” **said Mothers Against Drunk Driving NY|NJ|PA Regional Executive Director Shawn Hirst.** “We are here for each person who is injured or who has had a loved one killed due to drunk or drugged driving. Thank you to all our community partners for helping as we work toward our vision: a future of No More Victims®.”

Due to the lack of robust public transportation options on Staten Island, getting behind the wheel for a night out is a far too common occurrence. To combat this, we launched a partnership with Uber, MADD, and the Staten Island Borough President’s Office in 2017. Although the “SI SAFE RIDE” Initiative was initially formed on Thanksgiving Eve, one of the most popular drinking nights of the year, it was followed in later years with other successful events for Staten Island St. Patrick’s Parade Day, the Super Bowl, and more.

This year’s Cinco de Mayo Initiative will last from May 5, 2022 at 5 P.M. to 1 A.M. on May 6th. Staten Island residents can open up their Uber apps and enter the promo code “SICINCOSAFE” to unlock \$10 off one Uber X or Uber XL trip per rider.*

The ride must start and end on Staten Island and codes will work on a first-come, first-serve basis, as the number of discounted rides available through this promotion is limited.

Each trip has a maximum value of \$10 off. If a ride costs more than \$10, riders will receive that much as a credit and will be responsible for the remaining fee due.

For more information, contact Press@rcda.nyc.gov.

*Maximum discount of \$10 per ride. Maximum of 1 ride per rider. Discount/promo is valid for UberX or UberXL rides only that begin or end on Staten Island and is valid from 5/5/22 at 5 PM ET to 5/6/22 at 1 AM ET. To activate the promo code, apply it in the Uber app prior to requesting your ride. Discount does not apply to surcharges, government fees, tolls, or tips and cannot be combined with other offers or discounts. For accounts with multiple valid promo codes, the promo with the highest savings will automatically apply to a rider’s next trip. One time use only. Offer is non-transferable. Limited availability. Offer and terms are subject to change.

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