



For Immediate Release:

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## **Utah DPS Partners with Uber to Remind Drivers – Choose A Safe and Sober Ride Home**

*Law Enforcement Working Overtime Shifts to Remove Drunk Drivers From Utah's Roads*

SALT LAKE CITY – This Labor Day weekend, the Utah Department of Public Safety is partnering with ride sharing service Uber to help encourage Utahns to choose a safe ride home. Many people will be enjoying the last weekend of summer and the start of college football season and when it's time to head home, they'll be faced with a choice: whether to use a safe transportation option or get behind the wheel after they've been drinking. Officers throughout the state will be working more than 250 overtime shifts to remove drivers who make the wrong choice and drink and drive. Uber is providing a special discount code – ZEROUTAH – which will allow riders to receive a free first ride up to \$15. For every new user promo code application, \$5 will be donated back to Utah DUI enforcement. By making a safe choice this weekend and beyond, drivers can help us reach our goal of Zero Fatalities.

### **WHEN:**

Tuesday, August 30

2 p.m.

### **WHERE:**

Gracie's

326 S West Temple

Salt Lake City

### **MEDIA INTERVIEWS:**

Colonel Michael Rapich, Utah Highway Patrol

Uber Representatives

Uber Drivers

### **VISUALS:**

Various law enforcement vehicles juxtaposed with various Uber vehicles

### **ABOUT THE CAMPAIGN:**

The Labor Day DUI Enforcement Mobilization is part of the National Traffic Safety Administration's 2016 Labor Day Drive Sober or Get Pulled Over high-visibility enforcement campaign, which runs from August 19 to September 5. With NHTSA's support, state and local law enforcement agencies across the nation are stepping up enforcement to put an end to drunk driving, showing zero tolerance in an effort to save lives. Visit <http://highwaysafety.utah.gov/drunkdriving/> for more information about Utah's DUI media campaign.

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