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Vermont DLC Launches Operation SafeRide in Collaboration with Uber

MONTPELIER, VT – December 11, 2017 - The Vermont Department of Liquor Control (DLC), the National Alcohol Beverage Control Association (NABCA) and Uber today announced a joint effort to raise awareness about the dangers associated with alcohol-impaired driving this holiday season. The groups are launching Operation SafeRide, which tackles the shared goal of reducing the prevalence of impaired driving in Vermont.

"The DLC is interested in innovating our approach when it comes to responsible drinking in our licensed establishments", said Chief Skyler Genest of The Vermont DLC. "Through grant funding provided by NABCA, we are excited to engage with the public this holiday season, and through a collaboration with Uber we are focusing our efforts on reducing impaired driving. One death is too many, and 2017 has seen a notable increase in fatal motor vehicle crashes on our roadways. Let's all work together to get home safely."

General Manager of Uber New England, Tom Maguire, adds "There is never an excuse to get behind the wheel after drinking this holiday season - or any day of the year. Uber is proud to team up on Operation SafeRide to encourage Vermont residents to celebrate safely. Plan ahead and coordinate how you and your loved ones will get to and from the night's festivities."

Analysis of historical data in Vermont has shown an increase of DUI arrests in the greater Burlington area during the months of December and January. The DLC will be deploying Liquor Investigators in and around bars and restaurants during the holiday season. Those investigators want to engage with patrons and educate them about responsible drinking. The DLC wants patrons to recognize how much is too much to drink. Additionally, the DLC, in partnership with Uber, will be offering patrons \$10 Uber gift cards, which can be used as a safe ride option in the future.

The DLC appreciates your support of this program as we all work to reduce impaired driving on Vermont's roadways.

About the Vermont Department of Liquor Control (DLC)

The mission of the Vermont Department of Liquor Control is to serve the public by encouraging responsible consumption and preventing the misuse of beverage alcohol and tobacco through the controlled distribution, education and licensing of sellers, as well as the wise use of enforcement. The Department works to provide excellent customer service in conjunction with our Agency Partners to operate efficient, convenient, and profitable liquor stores. All profits from the Department's operations are contributed to the State of Vermont's General Fund with over \$300,000,000 being contributed since 2000.

About Uber

Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Six years and more than two billion trips later, we've started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.