

FOR IMMEDIATE RELEASE:

Date: March 28, 2017

CONTACT: Sergeant Scott Waite 623 930-3076
Officer Tiffany Smith 623 930-3276

Glendale Police, Uber, and MADD Teaming Up to Encourage NCAA Fans to Not "Foul Out" With a DUI This Weekend

Glendale, AZ – Don't foul out with a DUI during the Final Four! Glendale Police will be on foot at the final NCAA championship games encouraging fans to get a safe ride home and to not drink and drive.

Glendale Police Chief Rick St. John will join representatives from Uber, Mothers Against Drunk Driving (MADD), and various other local police departments this weekend to encourage fans to consider the many options they have to get home safely during the NCAA Final Four events and games. Law enforcement officers from over 14 local, state, and federal agencies will be out in full force this weekend providing security for the Final Four games. They will also be on the look-out for intoxicated fans.

"We are very fortunate to be able to partner with UBER and work towards creating a safer game day experience for all of our guests. Anything we can do to ensure the safety of everyone involved is an opportunity we look for. A DUI at the very least can ruin someone's day, but the deadly impact it can have could be life altering. We would encourage everyone to utilize their options to stay safe and not drive drunk," says Chief Rick St. John.

"The 2017 NCAA Final Four taking place in Glendale will be an experience unlike any other in the world, and our primary goal is that everyone is safe," said Glendale Mayor Jerry Weiers. "Everyone needs to take extra precautions and use the additional resources that are being provided by our law enforcement community to ensure the safety of yourself and those around you."

Several studies have found that Uber's availability in a city has an impact on the rate of drunk driving incidents, including one Uber released in partnership with Mothers Against Drunk Driving (MADD). MADD, who introduced the phrase "designated driver" to the American lexicon, has chosen Uber as its official designated driving app.

"In a recent survey, we found 80% of riders say that Uber has helped them personally avoid drinking and driving. We believe we are empowering people to make better, safer choices," said Uber Safety Spokesperson Tracey Breeden. "With our technology, we want to help everyone celebrate a safe NCAA championship weekend."

At the events and games this weekend, officers and UBER staff will be contacting fans and providing them with pocket size cards helping raise awareness about the dangers of drunk driving. Uber will provide a safe ride code for all users on the back of the card for \$5 off rides to or from the University of Phoenix stadium area. The promo code is "GLENDALPD".

WHAT: Press Conference to Kick-Off a Safe Final Four

Press conference kick-off will highlight the weekend-long awareness campaign to educate fans about

alternatives to drinking and driving. The safe ride cards will also be shown to the media.

Who: Press Conference Speaker List

Glendale Police Chief Rick St. John

Mothers Against Drunk Driving (MADD) Arizona State Representative Patty Abeyta-Young

Uber Safety Spokesperson Tracey Breeden

WHEN: Wednesday, March 29, 2017 at 11am

WHERE: Glendale Police Department, 6835 N. 57th Drive, Glendale, AZ

VISUAL: Police Walk-Alongs and Uber Driver Interviews

Walk-alongs and interviews will be scheduled with Glendale Police starting on Friday near the University of Phoenix Stadium. Reporters will be able to obtain interviews with police spokespeople and footage of officers encouraging fans to not drink and drive while providing safe ride cards to the public. Uber will also have a driver available for interviews.

###

**Spanish translation available*

*“The Glendale Police Department’s mission
is to protect the lives and property of the people we serve.”*

*Glendale Police Department
a proud recipient of CALEA National Accreditation since 2000*