

From: "David Plouffe for Uber" <[REDACTED]>
To: <jeevacation@gmail.com>
Subject: Choice is a Powerful Thing
Sent: Thursday, January 29, 2015 2:17:19 PM



Jeffrey,

Ridesharing helps make cities safer. A new study we conducted with Mothers Against Drunk Driving (MADD) shows just how powerful choice can be: Since we launched uberX in California, drunk-driving crashes decreased by 60 per month for drivers under 30. That's 1,800 crashes likely prevented over the past 2 ½ years.

When empowered with more safe, reliable and affordable transportation options like Uber, people are making better, smarter choices that are making our roads safer for everyone. Learn more on our [blog](#).

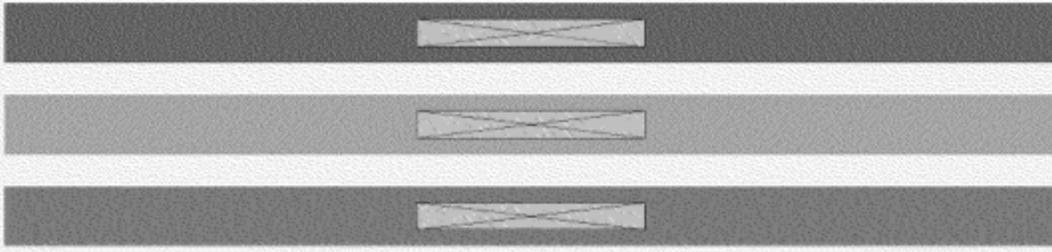
To promote safe rides home during the weekend of the Big Game, Uber will donate \$1 to MADD for every trip taken on Sunday, February 1, 2015 between 3:00 PM and 12:00 AM ET when riders enter the promo code THINKANDRIDE.

Uber and MADD will keep working to ensure a safe ride is always within reach and drunk driving crashes become a thing of the past.

Sincerely,

David Plouffe
SVP of Policy & Strategy, Uber

ENCOURAGE FRIENDS TO #THINKANDRIDE



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