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Uber, still waiting on city council's OK, is now partners with Dallas-based Mothers Against Drunk Driving



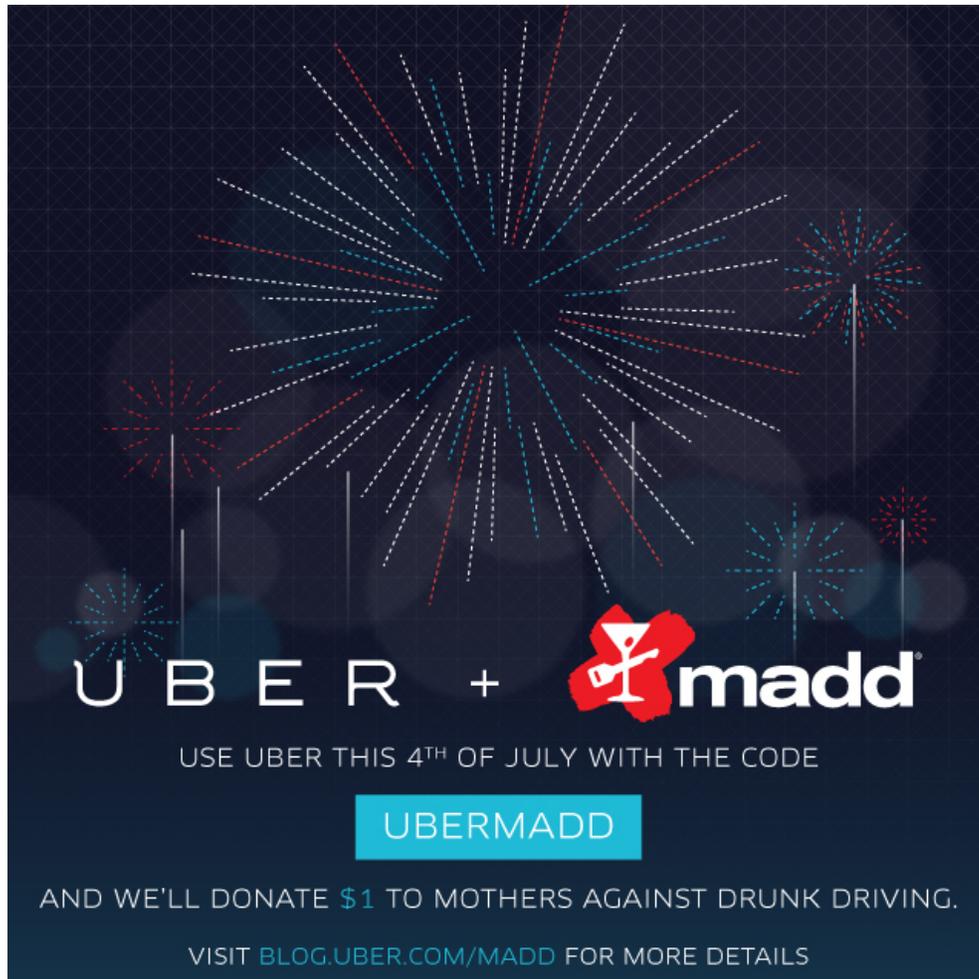
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U B E R +  madd

USE UBER THIS 4TH OF JULY WITH THE CODE

UBERMADD

AND WE'LL DONATE \$1 TO MOTHERS AGAINST DRUNK DRIVING.

VISIT BLOG.UBER.COM/MADD FOR MORE DETAILS

In case you've forgotten it's been almost a whole year since then-interim Dallas City Manager A.C. Gonzalez tried to run Uber off the road at the request of Yellow Cab's parent company. And it'll be another couple of months, at least, until the city council votes on new transportation-for-hire regulations. Meanwhile, the ride-sharing services keep on riding — and in the case of Uber, at least, they keep slashing prices and cutting deals that could make it harder for council members to vote against them later this year.

The latest: [Uber is partnering with Dallas-based Mothers Against Drunk Driving beginning July 4](#) for what Uber's calling "a year-long partnership in which Uber and MADD will work together to increase awareness of drunk driving." (This was actually [one local Redditor's suggestion](#) just a few weeks ago.) From 6 a.m. Friday until 6 a.m. Saturday, Uber is donating \$1 for every ride taken in the U.S. to MADD — and \$10 for every new rider. Uber will also let its riders know about MADD, while MADD will begin spreading the gospel of Uber.

Users will just need to take a single, simple extra step when ordering a car: enter the code "UberMADD" in the app.

Lauren Altmin, a spokesperson for Uber, says it's a national partnership rolling out Friday in all U.S. cities served by Uber.

The money raised "will be used locally by MADD to support our efforts to end drunk-driving," says Jeff Miracle, MADD North Texas Executive Director. Miracle says Uber first approached MADD about the partnership about a year ago, and Friday's debut was perfect timing, because "with the Fourth of July we always urge adults to plan ahead of time and have a non-drinking sober adult to take them home. Uber's one way to accomplish that."

The money's nice, says Miracle, and will go toward MADD's "efforts to end drunk-driving. But more important is the fact this will help folks get home safely."

The partnership mirrors another started last year, [when the NFL Players Association issued "player cards" to pro ballers in need of rides home](#). Uber also maintains that incidents of DUI have dropped in Uber cities — well, [Seattle, at least](#).

"On a national level, we said these are the cities where drunk-driving is pretty prevalent," Uber Dallas general manager Leandre Johns. "And Dallas being MADD's headquarters, this was an obvious choice. This is a toe in the water. We want to do something we know is effective, and for me, being a native Dallasite, it's also about giving back to the city. I had a friend who passed away from drunk-driving, so this is something near and dear to me. It's how we can continue to let people know there are other options.

"We know the Fourth is one of those holidays where people drive after a lot of drinks. That's the nature of the holiday. But now can we get exposure to let people know that drinking and driving is definitely not the choice to be made. By partnering with MADD we're making it known at a level where it's a true commitment to it. We've been committed on a city level. This is on a more national level. We want to let people know there is an option."

So that's that. But ...

We couldn't resist asking Johns if this partnership with MADD won't make it just *a little bit* harder for the council to clamp down on Uber come August or September or whenever it finally votes on those transportation-for-hire regs.

"I'd like to think they keep an eye on all these types of things and understand the impact we're making," he says. "I was born and raised in Dallas, and at the end of the day I do all these things to further the business and platform and to experiment with the ways we can use the platform o a community level and a business level. There are interesting ways to push what we do, and I hope folks see how we add value to Dallas."

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