



CONTACTS

Jeremy Lewis, Des Moines Bicycle Collective, jeremy@dsmbikecollective.org, 515-710-6697
Amanda Wanke, DART, awanke@ridedart.com, 515-360-2125
Leor Reef, Uber, leorreef@uber.com, 901-484-3802

FOR IMMEDIATE RELEASE

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Ditch your keys, Des Moines

Des Moines Bicycle Collective, DART and Uber team up
to raise awareness of alternative transportation

Three local groups want you to leave your car keys at home and try a new way to get around this summer. The Des Moines Bicycle Collective, DART and Uber are partnering together to highlight the many transportation options available in the region.

"We're teaming up to help people think differently about how they get from point A to B," said Des Moines Bicycle Collective Executive Director Jeremy Lewis. "Kicking things off this weekend is Bike Month (May), the Drake Relays and the Garth Brooks concerts."

"We are excited to be a part of this initiative to spread the word about alternative transit options in Des Moines," said Sagar Shah, General Manager of Uber Iowa. "Individuals who drive their car to work, may take DART during the lunch hour. Those who may bike to weekend events, have the option to take Uber home after a late-night out."

The three groups are encouraging people to take Uber, ride transit or bike to popular summer destinations, such as festivals, sporting events and concerts.

"As Greater Des Moines has grown, we've heard time and time again that people want more options when it comes to transportation," said DART Chief Executive Officer Elizabeth Presutti. "Working with Uber and the Des Moines Bicycle Collective expands the ways we connect people and places."

Ready to ditch your keys?

- **DART** – plan your trip at ridedart.com or download the RideTime app on your smartphone.
- **Uber** – new mobile app users can enter the code DITCHKEYDSM and get \$20 off the first ride.
- **Des Moines Bicycle Collective** – find resources for bikesharing, trail maps, bike lanes and more at dsmbikecollective.org.

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