

Banner Health, MCAO and Lyft partner to prevent impaired driving during Cinco de Mayo

Stay safe this holiday

Continuing the successful “Save Lives, Don’t DUI” campaign, the Maricopa County Attorney’s Office is partnering with ride-sharing service Lyft and Banner Health to offer Cinco de Mayo party-goers an incentive to not drink and drive.

“This campaign reminds people to plan ahead and eliminates one more excuse someone might have for not choosing a sober driver to get them home,” said Maricopa County Attorney Bill Montgomery. “We want our community to choose a way home that doesn’t pose a risk to themselves or others.”

Between now and May 5th first-time users who download the Lyft app can get \$5 off their first four rides by entering the promo code “CINCOPHX.” Those who already have the Lyft app can enter the code “CINCOPHX19” to receive 20% off two rides, allowing them to get to and from their celebrations safely.

“We’re thrilled to partner once again with the Maricopa County Attorney’s Office to promote Lyft as a responsible ride option for people around Cinco de Mayo,” said Drena Kusari, Lyft’s Phoenix General Manager. “We encourage anyone, a new or existing user, to please download the app and put the discount codes in now. This way, when you’re ready to end your celebrations, it’s even easier to schedule your responsible ride home.”

“The last thing we ever want to see is a person brought into one of our trauma centers because they were involved in an alcohol-related accident that could have been prevented,” said Vicki Bennett, trauma service line administrator for Banner Health. “By partnering on the Save Lives, Don’t DUI campaign, we’re hoping to keep accident victims out of our hospitals and get people to and from their destinations safely.”

The goal of the partnership is to keep the number of incidents caused by impaired drivers at ZERO. The discounted rides offered through “Save Lives, Don’t DUI” leaves many riders with only a \$5 to \$10 charge, compared to the \$5,000 to \$10,000 they might spend on a DUI offense.

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