



New Mexico DEPARTMENT OF
TRANSPORTATION

Michelle Lujan Grisham, Governor
Michael R. Sandoval, Cabinet Secretary

FOR IMMEDIATE RELEASE

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Get home safely this Halloween weekend
NMDOT invites New Mexicans to ‘Take a Ride on Us’

SANTA FE – As New Mexicans participate in Halloween activities involving alcohol, the New Mexico Department of Transportation and its partners are promoting a program to get people living in the Bernalillo County metro area home safely.

NMDOT is partnering with Bernalillo County, the city of Albuquerque, Cumulus radio stations and Uber to support the “Take a Ride on Us” program designed to combat drunk driving.

The program offers 1,000 participants an Uber credit of up to \$10, two rides per person beginning noon Friday, Oct. 29 through 3 a.m. Tuesday, Nov. 1.

Participants will access the credit through the Uber app using the code:

HALLOW2021. The code is available for download on Monday, Oct. 25 at 6 a.m.

Tips are not included, and refunds are not provided for trips costing less than the \$10 credit. The code is also not valid for use with Uber Eats.

Since Christmas 2018, this public-private partnership has provided nearly 24,000 safe rides home to New Mexican’s living in the Albuquerque metro area who choose not to drink and drive.

Working together, we can ENDWI.

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