



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

OFFICE OF COMMUNICATIONS, Melissa Berthier  
Tel: 305.673.7575, E-mail: [melissaberthier@miamibeachfl.gov](mailto:melissaberthier@miamibeachfl.gov)

## MEDIA ALERT

FOR IMMEDIATE RELEASE  
October 27, 2016

### **City of Miami Beach, Mothers Against Drunk Driving (MADD) and Uber Team Up to Curb Drunk Driving Over Halloween Weekend**

*-- Friday, October 28 at the Miami Beach Police Department --*

**WHO/WHAT:** Tomorrow, representatives from the Miami Beach Police Department, Mothers Against Drunk Driving (MADD) and Uber will host a press event to remind South Floridians not to drive impaired and share consumer tips to stay safe over Halloween weekend.

“Plan a safe way home before the fun begins,” encourages Miami Beach Police Spokesperson Ernesto Rodriguez. “With the variety of ride-share options available, there is no excuse to drink and drive.”

Miami Beach will have four dedicated drop off/pick up locations provided by Uber and Lyft on October 31 starting at 5 p.m and 4 p.m., respectively. Uber locations are on Washington Avenue at 16 Street (in front of the McDonald’s) and south of Lincoln Road on Alton Road (near the FedEx). Lyft locations are north of Lincoln Road at Alton Road (in front of Rosa Mexicano restaurant) and on Washington Avenue at 16 Street.

**WHEN:** Friday, October 28 at 10:30 a.m.

**WHERE:** 1100 Washington Avenue, Miami Beach

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