



Safe Rides Opens Its Services in NY and NJ

Safe Rides Unlimited's approach in reducing drunk driving is the most unique to date and therefore, has proven results in all test markets. SRU is the first organization that involves bars, clubs, students and the general public to gather data, create effective campaigns and offer realistic safe ride options. These campaigns deliver different safe ride options to deter people from drinking and driving. At the same time these campaigns educate show people how easy it is to arrange a safe ride.

Pine Brook, NJ, June 11, 2008 --(PR.com)-- Safe Rides Unlimited (SRU) has officially opened its Safe Ride services to the general public in NY and NJ after 3 years of successful results from pilot programs. SRU plans to open chapters in LA, Miami by the end of 2008.

Safe Rides Unlimited (SRU) is a 501(3)(c) non-profit organization that stops college students and bar/club goers from drinking and driving by providing realistic and effective safe rides alternatives.

SRU stands alone in its efforts as an organization that not only provides educational campaigns but also arranges safe rides that are realistic, self sufficient and more cost effective than any other safe ride service. To date SRU has arranged safe rides for over 75,000 people in the NY, NJ areas.

By using SRU safe ride's people receive a round trip (to and from bars/clubs) ride in vehicles ranging from regular vans to luxury limo's and buses (depending on number of people). Passengers do not pay cover charges at clubs and do not have to wait on any lines. By not paying cover charges and avoiding lines safe ride users save money and bypass the hassles of parking or waiting on lines.

Safe Rides Unlimited is a charitable organization, not a transportation or a limousine company and therefore, does not charge like one. A per person donation is made at the time of the ride which is usually cheaper than paying cover charges at some of the popular venues in NY and NJ. Simply put SRU provides people with immediate benefits for their donation and rewards them by making it cheaper and more fun by not driving to social events and venues where alcohol will be consumed.

SRU's goal is to eliminate drunk driving once and for all from the list of "causes of death." SRU has been successful and can continue to succeed by making people understand, the solution to this problem is in their hands.

"Safe rides unlimited will use Positive Reinforcement and Realistic Safe Ride options instead of scare tactics to educate and direct people towards using safe rides instead of driving drunk." (Moe Sattar, Founder)

For more info please visit www.SafeRidesUnlimited.org or call 888.656.SAFE

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