



EZ RIDE PARTNERS WITH LYFT TO INCREASE MOBILITY FOR NJ SENIORS THROUGH ITS RYDE4LIFE PROGRAM

New Partnership Expands On-demand Transportation Options for Residents Ages 50+

HOBOKEN, NEW JERSEY—SEPTEMBER 15, 2017—Lyft and [EZ Ride](#), have entered a rideshare partnership to provide on-demand, affordable transportation services for New Jersey’s 50 + residents through EZ Ride’s new program “[Ryde4Life](#).”

Ryde4Life is currently available from 8am-5pm Monday through Friday at 866.208.1307 Option 4. Members do not need a smartphone to participate; just a cell phone and credit card to register for the program.

“Our partnership with Lyft will fill the mobility gap experienced even by seniors who utilize existing senior public transportation options that may have limited schedules or routes. Ryde4Life makes The Garden State fully accessible all the time,” said Krishna Murthy, Executive Director for EZ Ride. “We are pleased to provide an economical way for seniors to remain independent.”

“Lyft’s partnership with EZ Ride provides an additional option for NJ seniors to help increase their mobility and accessibility in their communities and around the state. Through Ryde4Life, Lyft offers an incredibly convenient, safe and user-friendly on-demand ride experience,” said Ann Ferracane, Lyft General Manager of New Jersey.

Membership in Ryde4Life requires a nominal \$15 annual fee as well as an administrative fee of \$1 per ride. Qualified riders will have the administrative fee waived and receive a discount of \$1 per ride for up to eight rides per month. An estimated 80% of current riders are eligible for the subsidy.

Mildred Christ of New Providence has been using this service for past few months and was, in fact, one of the first Ryde4Life program participants. She said, “I like the quick pickups and not having to make reservations days in advance is a luxury I truly enjoy.” She started using Ryde4Life about a year ago when she gave up her driver’s license because her vision became impaired. She uses Ryde4Life to go to the grocery store, doctors’ appointments and plans to use it for upcoming physical therapy sessions.

Ryde4Life currently experiences the highest volume of riders within Bergen, Essex and Monmouth counties. The leading municipalities for ridership are in Essex County, including Montclair and West Orange. Additionally, [Ryde4Life is supported by the City of Asbury Park](#) and the Alliance for a Healthier Asbury Park to provide subsidized rides in the City.

About Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people’s lives with the world’s best transportation. Lyft is the fastest growing rideshare company in the U.S and is available in 350 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.



About EZ Ride

Founded in 1983, Meadowlands Transportation Brokerage Corporation d/b/a EZ Ride is a non-profit, public private partnership with a mission to implement transportation programs and services that enhance the quality of life, regional mobility, and economic opportunity for both people and businesses, while reducing traffic congestion and improving air quality in New Jersey. Ryde4Life is one of several programs and initiatives that EZ Ride participates in or implements in order to promote healthy lifestyle choices for New Jerseyans of all ages.

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