

PRESS RELEASE
October 21, 2020
FOR IMMEDIATE RELEASE

**TAXI APP CURB RIGHT ON-TIME
TO HELP NEW YORKERS VOTE EARLY**

New Yorkers taking advantage of early voting in the General Election between October 24 and November 1 will have some help in getting to the polls thanks to a promotional partnership announced by Mayor Bill de Blasio and his DemocracyNYC initiative. Yellow/Green Taxi App Curb is offering a \$5 discount to the first 5,000 users who use the code "VoteEarly" when they request a taxi through the app.

"We are pleased that Curb and DemocracyNYC have partnered to make it even easier to Get out the Vote," said TLC Commissioner and Chair Aloysee Heredia Jarmoszuk, "and we encourage New Yorkers to take a Yellow or Green Taxi to the Polls."

"Throughout the pandemic, taxis have played a central role in transporting New Yorkers safely and efficiently to wherever they need to go," said Jason Gross, vice president of mobile at Curb. "Our licensed drivers know this city inside and out, so we're proud to partner with DemocracyNYC to ensure residents can travel to any of the early voting sites with ease."

"For the first time ever, New Yorkers will be able to cast a ballot early for a presidential general election, from Saturday, Oct. 24 through November 1," said Laura Wood, Senior Advisor and General Counsel for the Mayor's DemocracyNYC Initiative. "Thanks to the partnership with Curb, they will also have the option of taking a discounted taxi ride to the polls, making it easier and more affordable for voters to get to their designated early voting site. DemocracyNYC thanks Curb for the partnership, and thanks our green and yellow cab drivers for helping our City vote. New Yorkers, download the Curb app, mark your calendars, and vote early!"

Here's What to Do:

1. Download the Curb app for iOS and Android: gocurb.com/app
2. Setup your account and then add the promo code: VoteEarly
3. Book a ride between 10/24-11/1 to your assigned early voting location findmypollsite.vote.nyc

For details on this promotion visit gocurb.com/voteearly



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