



**For Immediate Release: Friday, February 12th**

## **UBER EXPANDS ITS REGINA SERVICE AREA**

*Rideshare platform now available in RM of Edenwold and region*

February 12, 2020 - Today, Uber is officially expanding its Regina service area to include the RM of Edenwold and other neighbouring municipalities, offering residents a safe, affordable, reliable ride at the touch of the button. Whether it's an essential trip for a frontline worker or safe ride home after dinner out, Uber helps riders get where they want to go.

"We're pleased to offer a safe and affordable option to help local residents get where they need to go, when they need to," said Matthew Price, General Manager of Uber Canada. "And for those with a safe driving record, a flexible opportunity to earn money on their own. We want to thank the RM of Edenwold and neighbouring municipalities for their support in bringing ridesharing here."

To open up the region to ridesharing, the RM of Edenwold and its neighbouring municipalities worked closely together on a harmonized regional bylaw framework. Their collaboration was recognized by the Saskatchewan Municipal Awards earlier this month.

"I'd like to congratulate the RM of Edenwold and its neighbouring municipalities on collaborating with Uber to create an award-winning regional bylaw framework that better connects transportation in southern Saskatchewan with Regina," said Don Morgan, Minister Responsible for SGI. "Ridesharing increases access to transportation and reduces impaired driving, and it is why our government put in place rules that allow it to operate in Saskatchewan."

"We are very excited to be welcoming Uber to our region! Uber presents a greater opportunity for connection across our municipalities and introduces a safe and reliable transportation option to our residents and the local workforce," said Jana Jedlic, Manager of Planning and Development at the RM of Edenwold. "For the RM of Edenwold and all of our municipal partners that worked together to develop the Regional Rideshare Initiative and attract Uber to the area, this is a moment of both joy and pride."

As the COVID-19 pandemic continues, Uber encourages local residents to adhere to [provincial public health guidelines](#). To help riders and drivers be safe together, Uber has also introduced new safety policies and procedures, including:

- *No Mask. No Ride.:* With our 'Go Online' checklist, riders and drivers will have to confirm that they have taken certain steps to help stop the spread of COVID-19, including the confirmation that they are wearing a mask or face cover. We've provided over 1.9m units of health and safety supplies to drivers and delivery people in Canada so far.
- *Mask Selfie Technology:* When they go online for the day, drivers must verify they are wearing a mask or face cover with our proprietary mask selfie technology. And for riders who have been flagged as not wearing a mask, they too will be required to take a selfie at the start of every future trip.
- *Contact Tracing:* Local public officials can request contact tracing support from Uber's Law Enforcement and Public Safety Response Portal in response to outbreaks of infectious diseases such as COVID-19.
- *Financial Assistance:* Uber offers financial support to drivers who have tested positive for COVID-19 or been requested to quarantine by a medical professional or Public Health and whose accounts have been waitlisted.

With the expansion of the service area, Regina-based drivers are now eligible to pick up and drop off. Availability and wait times should improve over time as more drivers sign up and work in the new expansion areas. Interested drivers can visit [drive.uber.com](https://drive.uber.com) to learn more about driving with Uber.

*Media assets can be accessed at the following links:*

[Logos & Images](#)

[Service Area Map](#)

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### **About Uber Canada:**

Uber's mission is to create opportunity through movement. Co-founded by Calgarian entrepreneur Garrett Camp, we started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 10 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities. For more information, visit [uber.com](https://uber.com).