

**FOR IMMEDIATE RELEASE**

**Contact: Kari Martell  
(650) 289-5427**

**Avenidas Announces Partnership with Lyft to Serve More Seniors**

*No smart phones required thanks to this new service*

**Palo Alto, CA (June 30, 2016)**— Whether older adults are on the cutting edge of technology with their own Snapchat, or still using a rotary phone, Avenidas, the non-profit social services agency whose Door to Door Transportation program currently provides 5,300 rides a year to seniors on the Peninsula, announced today that after a pilot program, it has formed an official partnership with the ride sharing company Lyft to provide even more rides to seniors and help them get around town.

“Many of the older adults whom we serve either don’t feel comfortable using apps on their phones, or don’t even own a smart phone at all, and now, thanks to this unique partnership with Lyft, Avenidas will handle the ride scheduling for them,” states Avenidas President & CEO Amy Andonian.

“An additional benefit of partnering with Lyft is that we are no longer fully dependent on having enough volunteer drivers, and so we can now fulfill all ride requests,” Andonian adds.

These rides are critical to people who no longer drive, as they help prevent isolation by getting people to the places they want to go, and keeps them healthy by getting them to important medical appointments.

“I have had four rides with Lyft during the pilot program and found the drivers to be very professional and eager to get me to my destination on time,” reports Avenidas Door to Door client Virginia Fehrenbacher.

The Avenidas Door to Door program takes individual requests, referrals from social workers, calls from other senior centers and hospitals, and calls from adult children on behalf of their parents. Avenidas Door to Door serves seniors from all income levels, ethnicities, and cultures who live on the Peninsula. Some are from very independent and healthy and others have cognitive and physical limitations. The one thing they share in common is that they no longer drive.

People can book rides by calling (650) 289-5411. The fee schedule is: \$9.00 for short rides (0-3.9 miles) \$13 for medium rides (4.0-7.9 miles) and \$18 for long rides (8.0-12 miles). There is a late cancellation fee of \$7.50 for rides cancelled without 24 business hour notice.

### **About Avenidas**

Avenidas is a non-profit organization offering tools for positive aging to people and their families on the mid-Peninsula. Avenidas runs a community center in downtown Palo Alto, a dual-licensed facility in Mountain View that provides adult day care and adult day health care called Avenidas Rose Kleiner Center, and an aging-in-place membership program, Avenidas Village.

Through the Avenidas Lifelong Learning & Leisure program, people can participate in brain and fitness activities, foreign language classes, creative arts workshops and more. The Health & Wellness program offers health screenings, lectures and personal services such as podiatry. Avenidas Care Partners helps families work through conflict by providing counseling, support groups and geriatric care management. The Avenidas Door to Door program provides transportation, while Handyman Services offer home repair services. For more information, please visit [www.avenidas.org](http://www.avenidas.org) or call (650) 289-5400.

**Lyft** is a privately held American transportation network company (TNC) based in San Francisco, CA. Launched in June 2012 by Logan Green and John Zimmer, the company's mobile-phone application facilitates peer-to-peer ridesharing by connecting passengers who need a ride with drivers who have a car. Lyft now operates in over 200 U.S. cities, including San Francisco, Los Angeles, and New York City, and is valued at \$5.5 billion.

###