



New Mexico DEPARTMENT OF  
**TRANSPORTATION**

**Michelle Lujan Grisham**, Governor  
**Michael R. Sandoval**, Cabinet Secretary

## **FOR IMMEDIATE RELEASE**

Nov. 21, 2021

### **Get home safely during the Thanksgiving holiday** *NMDOT reminds New Mexicans to ‘Take a Ride on Us’*

SANTA FE – As New Mexicans participate in Thanksgiving celebrations involving alcohol, the New Mexico Department of Transportation (NMDOT) and its partners are promoting a program to get people living in the Bernalillo County metro area home safely.

NMDOT is partnering with Bernalillo County, the city of Albuquerque, Cumulus radio stations and Uber to support the “Take a Ride on Us” program designed to combat drunk driving.

“Drunk driving is a real threat in our communities and that threat increases during the holidays, said Transportation Secretary Mike Sandoval. “Driving under the influence is deadly and illegal. Drivers must celebrate responsibly and avoid dangerous trends like ‘Blackout Wednesday,’ which occurs on the eve of Thanksgiving and encourages the heavy consumption of alcohol.”

In addition, the National Highway Traffic Safety Administration (NHTSA) and NMDOT are conducting a social media blitz this Thanksgiving Eve, Nov. 25 to remind drivers, “*Buzzed Driving Is Drunk Driving*”. The campaign delivers lifesaving messages to the public and encourages positive actions that can help reduce impaired driving on the roadways.

The “Take a Ride on Us” sober ride program offers 2500 participants an Uber credit of up to \$10, one ride per person in the Albuquerque metro area beginning Monday, Nov. 22 at noon through 3 a.m. Monday, Nov. 29.

The Uber app code is: **THANKS2021** and will be available for download, Monday, Nov. 22.

Tips are not included, and refunds are not provided for trips costing less than the \$10 credit. The code is also not valid for use with Uber Eats.

Working together, we can save lives and help keep New Mexico roadways safe.

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**NMDOT**  
*Mobility for everyone*

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