



FOR IMMEDIATE RELEASE

October 11, 2023

UBER TO BE THE OFFICIAL RIDESHARE AND FOOD DELIVERY PARTNER OF BC SCHOOL SPORTS

Burnaby, BC – BC School Sports is proud to announce an exciting new partnership with Uber, a global leader in rideshare, ecommerce and delivery technology. As part of this collaboration, Uber will serve as the Presenting Sponsor for the BCSS Girls and Boys Basketball Provincial Championships, our largest event of the year. Uber will serve as the official rideshare and food delivery partner for BCSS through its newest product in the Greater Vancouver Area—[teen accounts](#).

Teen accounts are designed for families on the go. With the power to request a ride or a meal anytime, teens will always have a reliable option to find rides, go where they need to go, order food, and get home. Parents/guardians must enable the account in order for teens to use it and safety features are built into the experience. This partnership between BC School Sports and Uber represents a significant step forward in ensuring the safety and convenience of young passengers while broadening access for youth to engage in sports within the vibrant Vancouver community.

"Teen accounts are built with transparency in mind, ensuring safety for parents, teens, and drivers," said Mariana Esteves, Product Manager at Uber. "Whether their teen is getting a ride to a tournament or heading home after soccer practice, parents will receive real-time notifications and can follow along with live trip tracking every step of the way."

To celebrate this partnership between Uber and BCSS, Uber is offering a special promotion for BCSS student athletes in the greater Vancouver area

- Next Three Rides Promotion: 60% off (max of \$15 off per trip) for your next three teen account rides when using the promo code **BCTEENFALL23**, where Uber teens account is available. [Terms apply](#).
- Active Rider Promotion: The three students who take the most teen account trips during the Fall Season (up until December 2, 2023) will receive the following UberCash vouchers: most trips \$800, second most trips \$600, third most trips \$400. To qualify, students must apply the promotion code **BCTEENFALL23** to their Uber Teens account and must be a registered BC School Sports athlete. In case of ties, the highest spend on these trips prevails.

Uber collaborated with safety experts, including Safe Kids Worldwide, to ensure a secure experience. "Safe Kids is proud to partner with Uber for this launch," said Safe Kids Worldwide President Torine Creppy. "We provided advice and expertise to ensure teens have a safe experience from pickup to drop off, offering safe alternatives for families facing transportation barriers."

How teen accounts on Uber works: More info [here](#)



- Only teens ages 13-17 are eligible to set up a teen account on Uber and must be invited by their legal guardians through their guardians' family profile. To learn more about setting up a family profile see [here](#).
- Parents/guardians can “add a teen” to their family profile and the teen will receive an invitation to download the Uber app and accept the invitation from their parents/guardians.
- Once they've finished the setup process, they can begin using their teen account.
- Only highly rated, experienced drivers will receive trip requests from teens and can choose to stop receiving these trip requests at any time.

Built-in safety protocols

Key safety features are built-in (not optional) to the experience:

- **Audio recordings:** Once mic access for the Uber app is enabled on the mobile device, trips taken with teen accounts will have automatic audio recording from pickup to drop off. To ensure both privacy and safety are protected, the recording will be encrypted and stored on the teen's device. The recording can only be accessed if the rider or driver reports an incident to Uber and chooses to attach the audio file to the report.
- **Live trip tracking:** Parents/guardians will be automatically notified when their teens request a trip and be able to monitor the trip in real time.
- **PIN Verification:** PIN Verification will be required for every trip. It provides an extra layer of protection to ensure you're getting into the right vehicle with the right driver.
- **RideCheck:** We use sensors and GPS data to detect if the ride goes off course, stops unexpectedly, or ends early. The Uber app will message the teen and the driver to make sure they're OK. RideCheck will be adjusted to be more sensitive during these trips.

During the trip, parents/guardians can contact the driver at any time and contact Uber's safety line.

Uber will be hosting a 45 minutes webinar on October 19th at 3:15PM PST for BC School Sports athletic directors and coaches to showcase teens accounts on Uber and answer any questions related to the platform! Add the event to your calendar by downloading the attached calendar invite! All attendees will receive a promo code for \$20 off their next Uber ride.

About BC School Sports

BC School Sports is an organization of over 450 public and independent schools in British Columbia and is the governing body for inter-school sport in BC. In partnership with its schools it provides educational sport opportunities in 18 sports with over 117,000 student-athlete registrations each year. BCSS manages 61 provincial championships each year where over 16,000 student-athletes compete with these events recognized as the pinnacle of interscholastic competition.

About Uber Canada

Uber's mission is to create opportunity through movement. Co-founded by Calgarian entrepreneur Garrett Camp, Uber 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, Uber is building products to get people closer to where they want to be. By changing how people, food, and



things move through cities, Uber and Uber Eats open up the world to new possibilities. For more information, visit uber.com.

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Terms for Next Three Rides Promotion:

Maximum savings of CA\$15 per ride on 3 rides. Must enter the promo code BCTEENFALL23 in the "Promotions" section of your Uber Teens account. Offer expires on December 2, 2023 at 11:55PM UTC. Valid only in British Columbia where Uber is available (Vancouver and greater Vancouver area). Please check the app for availability. Valid only for trips taken on a Uber Teens profile. Promotion does not apply to surcharges, government fee-related charges, tolls, tips or taxes (which will be calculated based on the pre-discount amount). Cannot be combined with other offers or savings (except for any applicable Uber One member benefit). In some cities, municipal or provincial regulations require a minimum charge for transportation; in such cases, a promo will not reduce the price below the required minimum charge. Offer is non-transferable. Offer and terms are subject to change. Limited supply.