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**Media Contact:**  
Amanda Sirica  
Sirica Marketing & PR  
[amanda@siricapr.com](mailto:amanda@siricapr.com)  
860.716.2148

## **The Luke Roux Foundation and Uber Announce Strategic Partnership**

*The Companies Aim to Grow the Foundation's SafeGrad SafeRide Impaired Driving Initiative*

**Farmington, CT/February 20, 2026** – [The Luke Roux Foundation](#) (LRF), a Farmington, CT based non-profit with a mission to reduce fatalities caused by impaired driving today while eliminating them tomorrow, announced a partnership with [Uber Technologies, Inc.](#) (NYSE: UBER). The initiative is designed to further fund the Luke Roux Foundation SafeGrad SafeRide education program and expand its reach.

The new partnership brings together Uber, the global ride-hail market leader, and the Foundation to scale the availability of its program beyond Connecticut. Through an Uber social impact grant, LRF can offer more high schools the option to register for its presentation on impaired driving and take part in the LRF's SafeGrad SafeRide Program for the graduating class.

"We would like to express our sincere gratitude to Uber for this generous grant and for supporting our organization's education and awareness mission," said **Luke Roux Foundation Co-Founder Carri Roux**. "We are excited to use these funds to support our SafeRide SafeGrad program, which turns impaired driving awareness into action by giving students the tools for a safe ride when they need it most. To date, the Foundation has distributed more than 1,500 rideshare vouchers to graduating high school seniors."

In 2023, LRF introduced the SafeGrad SafeRide program as an educational platform to communicate its key messages: the importance of making responsible choices and understanding the real-world consequences of impaired driving. The program quickly expanded and became a new way for high schools to fulfill their impaired driver education needs.

"Preventing impaired driving requires a combination of education, access, and community partnership," said Kristin Smith, Head of Road Safety Policy at Uber. "By supporting the Luke Roux Foundation's SafeGrad SafeRide program, we're helping equip young people with practical tools and real-world options that make safer choices easier. Expanding access to reliable rides can play a meaningful role in reducing impaired driving incidents and saving lives."

**-more-**

Uber has long invested in efforts to help prevent impaired driving, including partnerships with national and local safety organizations, and research and policy initiatives aimed at reducing alcohol-related crashes. By combining technology, public education, and community collaboration, Uber works to make transportation options more accessible when they are needed most.

Roux added, “With Uber’s partnership, it will make it possible for more students to hear our story, build a culture of smart decision-making, receive a tangible tool (a ride voucher) and prevent future tragedies.”

To date, the organization has engaged over 2,000 students through its in-school education program and has distributed more than 1,500 rideshare vouchers since its inception in 2023. In 2026, the Foundation will build upon this progress by scheduling assemblies to further advance its outreach and educational objectives. In collaboration with Uber, the Foundation is dedicated to reaching an additional 2,000 students this year.

To request a presentation with the Luke Roux Foundation’s SafeGrad SafeRide program, please reach out with the following information: date, location, size of student body, size of graduating class, and confirmation of a 45-minute time block to [saferide@lukeroux.com](mailto:saferide@lukeroux.com).

**About Uber**

*Uber’s mission is to create opportunity through movement. 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 68 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.*

**About The Luke Roux Foundation**

*Established in June 2022 following the tragic loss of their son just 11 days after his high school graduation, the Luke Roux Memorial Fund was created to honor Luke’s life, support the organizations that shaped his character, and marked the beginning of a mission to end impaired driving. In 2024, the Memorial Fund evolved into the Luke Roux Foundation, an official 501(c)(3) nonprofit organization. The Foundation’s mission is to reduce fatalities caused by impaired driving today and eliminate them tomorrow through education, awareness, advocacy, and by championing the adoption of in-vehicle technology that prevents impaired driving. The Foundation’s prevention programs, including its signature SafeGrad SafeRide initiative, turns impaired driving awareness into real-world action. For more information on the fund and its mission, visit [www.lukeroux.com](http://www.lukeroux.com) or follow us on [www.facebook.com/THELUKEROUXFOUNDATION](https://www.facebook.com/THELUKEROUXFOUNDATION) or Instagram [@luke\\_rouxfoundation](https://www.instagram.com/luke_rouxfoundation).*