

Junior League of Boston Partners with Safr Ride-sharing Platform for Women

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BOSTON ([PRWEB](#)) October 31, 2018 -- The Junior League of Boston is excited to announce a partnership with Safr, a new innovative ride-sharing platform for women, to provide discounted transportation for JL Boston sponsored events. This partnership unites two organizations that are committed to improving communities in Greater Boston by focusing on the empowerment of women.

“We believe this partnership advances our organization's mission by exemplifying our commitment to developing the potential of women,” said Michelle Lentz, 2018-2020 JL Boston President. “We recognize that partnerships like this are essential for creating opportunities to support and promote the empowerment of women in the Boston community.”

Safr is a ride-sharing company that was built with the needs of women in mind. Since launching in 2017, the service has been connecting women drivers exclusively with women riders in order to advance its mission of empowering women to participate more fully in the ride-sharing economy. Women currently account for fewer than 25% of drivers and make on average 34% less than their male counterparts on other ride-sharing platforms. There are also fewer women using ride-sharing services as riders despite the rapid growth of the ride-sharing economy in recent years.

“Safr wants to change the paradigm in ride-sharing with a platform of women driving women, creating a safe and empowering opportunity for all women,” said Syed Zain Gilani, CEO of Safr.

Safr’s in-ride security features include a prominent SOS Button for both riders and drivers, a Color Matching feature that helps riders and drivers verify that they have connected with the right person before initiating a ride, and a Command Center that monitors rides in real-time to track any deviation from a designated route. In addition, Safr personally vets drivers through an in-person interview and driving session to ensure drivers are prepared to provide safe rides. The Safr platform is available for download in the App Store and Google Play. For more information on becoming a Safr driver, interested parties should email [community\(at\)gosaf.com](mailto:community(at)gosaf.com).

About the Junior League of Boston:

The Junior League of Boston is part of the Association of Junior Leagues International, an organization of 291 Junior League chapters in four countries. The organization is composed of dedicated and creative women from varying backgrounds and interests, who committed to promoting voluntarism, developing tomorrow’s healthy and confident women and leaders and improving communities through effective action and leadership.

To donate to JL Boston and help expand our impact, please visit <http://www.jlboston.org>.

About Safr:

Safr is a transportation technology platform that empowers women to participate fully in the ride-sharing economy. Launching in 2017, the service will offer ride-sharing exclusively for women. The platform features



best-in-class safety features including driver-passenger Color Matching, an SOS Button and a real-time Command Center, as well as rigorous driver background checks. Safr will debut in Boston with plans to expand nationwide. For more information, visit <http://www.GoSafr.com>.

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