

# Uber raises funds for Caring4Girls and Trek4Mandela

Uber has partnered with the Nelson Mandela Foundation to do their bit for Mandela month throughout July, by raising funds for the Caring4Girls programme and lending its support to the Trek4Mandela initiative.



Uber, the app that connects riders to drivers, has created a new user promotional code for first time users which gives them a first free ride up to R150. For every user that redeems this code, Uber will donate R50 to the Caring4Girls initiative.

Thousands of South African girls, particularly in rural areas, do not have access to sanitary towels causing many of them to miss school during their menstrual periods. Caring4Girls seeks to raise funds for sanitary towels so that teenagers in need can retain their dignity and continue to focus on their education even when it is that time of the month.

Today the programme seeks to provide puberty and menstrual hygiene training to underprivileged girls, supporting them with sanitary towels for a minimum period of one year and giving each girl a menstrual hygiene booklet.

## Five groups

This year, the Trek4Mandela campaign will have five groups climb Kilimanjaro to summit on 18 July 2015 in an effort to raise funds for Caring4Girls. A number of South African celebrities, media personalities and corporates have joined the Trek4Mandela initiative to continue this good work and aim to deliver sanitary pads and support to 270,000 girls across all nine provinces.

Uber provide VIP return rides to the climbers who left Johannesburg on 13 July 2015 for Kilimanjaro from OR Tambo International Airport.

"We are honoured to be partnering with the Nelson Mandela Foundation for Mandela Month. We are also excited to be showing our support for the climbers participating in Trek4Mandela. In supporting these wonderful initiatives we hope to assist in keeping Nelson Mandela's legacy alive," says Uber spokesperson, Samantha Allenberg

To make use of this promotion, users need simply to download the free application for Android, iPhone, Blackberry 7, Windows Phone or register for Uber at [www.uber.com/go](http://www.uber.com/go). It's important to note that this promotion is for UberX only.

For more, visit: <https://www.bizcommunity.com>