

RIGHTRIDES FOR WOMEN'S SAFETY

RightRides for Women's Safety, a grassroots nonprofit organization, is celebrating its Fifth Anniversary of building safer communities by working to end gender-based violence in New York City. Their flagship and award-winning RightRides program began in September 2004, when co-founders Oraia Reid and Consuelo Ruybal became alarmed by an increase in assaults in their North Brooklyn communities, targeting low income, minority women walking home at night.



In response, Ms. Reid and Ms. Ruybal took an exceptional approach to combat violence through direct action. Using their own car, they launched the free service providing late-night rides home, initially in just three neighborhoods every Saturday night. The RightRides motto is, "Because Getting Home Safely Shouldn't Be A Luxury".

Five years after its inception, the RightRides program now operates in 45 neighborhoods throughout four New York City boroughs and now operates on Friday and Saturday nights. RightRides has given over 2,000 safe rides home to women and LGBTQ individuals, thanks to a partnership with vehicle sponsor Zipcar, along with the dedication of 150 driving team volunteers. RightRides is highly unique as the only free ride home service addressing gender-based violence and assault. More than providing rides home, the organization has expanded to include related safety education and advocacy programs.

"We are thrilled to be celebrating five successful years of building safer communities in New York City," says Oraia Reid, co-founder and Executive Director. "RightRides began out of the need to take proactive measures to increase women's safety through direct services and education. RightRides provides an empowering alternative for those who may not otherwise

afford to secure their own safe transit home. Many areas we serve are desolate, violence-targeted and have limited public transportation. Expensive car services or taxis are not an option for many and walking home from public transit can be dangerous at late at night."

The Friends of RightRides is sponsoring a semi-formal fundraising event supporting their flagship RightRides program. The Social will take place on Tuesday, September 22nd from 6 - 9 PM at the Anthony Lawrence-Belfair Showroom located at 53 West 23rd Street, 9th Floor, in New York City. The Social will also feature the Distinguished Defender Awards, recognizing outstanding New York City leaders' contributions fighting for girls and women's rights, working to eradicate gender-based discrimination and violence. Joanne Smith, Founder and Executive Director, Girls for Gender Equity and Sonia Ossorio, President, New York City Chapter, National Organization for Women will be honored, along with two RightRides Volunteers (to be announced).

Tickets will go on sale August 3rd via the RightRides website. For more information on RightRides for Women's Safety, the RightRides program and to purchase tickets, please visit <http://www.rightrides.org/>

BROOKLYN PR BUSINESS IS BOOMING IN THE RECESSION

Two minority females beat the recession and officially launched their new business; THE PERFECT 10. Named to represent their many years of friendship, Brooklyn natives Bernadette Bynoe, and Naomi Hopkins are moving full speed ahead with a full service Marketing, Public Relations, and Special Events planning firm. After less than a month of doing business as The Perfect 10; Bernadette and Naomi's work has gained local notariety. TP-10 is handling the Public Relations of New York City Council candidate Dexter McKenzie; restructured the website and is planning an event for the National Coalition of 100

Black Women this August. Bernadette and Naomi have degrees in Marketing and Public Relations, respectively; and have both been working in the field before deciding to officially merge their ventures. The launch will be held at Nirvana Restaurant and Lounge, another business owned and operated by two childhood friends.

History has proven that many new businesses sprout up during recessions and financial lulls. Jobs are scarce, and people finally have the time to follow their dreams. The Perfect 10 has already secured contracts with various New York City businesses.



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