



Uber Canada and Revera Test an Innovative Solution to Bring Seniors Convenient, Reliable Rides

TORONTO, August 25, 2016 - Uber Canada and Revera Inc. are testing a new and innovative way for retirement home residents to get where they need to be easily and reliably with the launch of UberCENTRAL.

UberCENTRAL is a platform designed to connect individuals without smartphones with transportation by allowing businesses like Revera to request, manage and pay for multiple Uber rides on behalf of others.

“At Uber, our mission is to provide convenient, reliable transportation for everyone, everywhere. We know that lack of transportation is a barrier to freedom and improved health for many retirement home residents who need to get to medical appointments or spend time with family members. That’s why we’re so pleased to be piloting UberCENTRAL with Revera to help increase the independence and mobility of their residents.” -- Sheldon McCormick, General Manager, Uber Toronto

With UberCENTRAL, Revera will be able to make it easier for those residents who don’t have smartphones to go about their day - whether they’re heading to an appointment, visiting family or running errands.

“At Revera, we’re always looking for new and innovative ways to enhance our residents’ lives,” says Trish Barbato, Senior Vice President of Innovation & Strategic Partnerships, Revera Inc. “We share Uber’s goal of enabling seniors’ mobility and independence, and we’re pleased to hear from residents of The Annex retirement community in Toronto that UberCENTRAL has exceeded their expectations for convenient and reliable transportation. We look forward to completing this pilot and fully evaluating the results.”

UberCENTRAL is designed with all kinds of companies in mind — from seniors’ centers and retailers to car dealerships, hotels, and more. Revera is the first company in Canada to pilot UberCENTRAL.

About Uber Canada

Co-founded by Canadian entrepreneur Garrett Camp in 2009, Uber is evolving the way the world moves. Present in over 40 communities in Canada, Uber has revolutionized transportation and offers more than 20,000 Canadian driver-partners a new way to earn income in their spare time by offering an affordable transportation alternative to hundreds of thousands of riders across the country. For more information, visit uber.com.

About Revera

Revera is a leading owner, operator and investor in the senior living sector. Through its portfolio of partnerships, Revera owns or operates more than 500 properties across Canada, the United States and the United Kingdom, serving more than 50,000 seniors. The company offers seniors’ apartments,

independent living, assisted living, memory care, and long term care. With approximately 45,000 employees dedicated to providing exceptional care and service, Revera is helping seniors live life to the fullest. Through [Age is More](#), Revera is committed to challenging ageism, the company's social cause of choice. Find out more at [ReveraLiving.com](#), [Facebook.com/ReveraInc](#) or on Twitter [@Revera_Inc](#).

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