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PRESS RELEASE: FOR IMMEDIATE RELEASE

# Raliance partners with Uber to drive prevention of sexual violence

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WASHINGTON, D.C. – Raliance, a new national sexual violence prevention partnership, announces they are joining forces with Uber to drive innovation into efforts to prevent and respond to sexual violence through a 5-year partnership.

"We are excited to pair Uber's expertise in technology and innovation with our expertise in preventing and responding to sexual violence," Kristen Houser, spokesperson for Raliance, said. "This is an opportunity to make lasting, impactful changes to the safety needs across the entire commuter transportation industry," notes Raliance spokesperson, Kristen Houser.

Raliance is a national collaborative comprised of the [National Alliance to End Sexual Violence \(NAESV\)](#), the [National Sexual Violence Resource Center \(NSVRC\)](#), and [California Coalition Against Sexual Assault \(CALCASA\)–PreventConnect](#). Founded in 2015 through a 5-year, multimillion dollar seed investment by the National Football League to move the needle to end sexual and domestic violence, Raliance has a bold mission to end sexual violence in one generation.

"Corporate partnerships are necessary to bring that change," said Houser. "Uber and the NFL are leading by example by making changes inside their own houses and outside in communities. That is exactly what we all need to do."

Raliance is hopeful that the stigma formerly attached to talking about sexual violence is being replaced with a recognition that these issues disrupt the workplace when ignored, prevention is possible, and expanding access to information and resources to prevent and respond to sexual violence is a true act of social responsibility.

"Our goal has been to listen and learn so that we are better equipped to make changes that matter," said Tracey Breeden, head of Global Safety Communications, Uber. "These initiatives would not have been possible without the insight and guidance from partners like Raliance."

Raliance has assisted Uber with creating awareness and prevention messaging for their app and website, as well as training for employees. Funding from Uber will also support Raliance's prevention efforts outside of the company, as well as policy initiatives to ensure access to services for all survivors. Most of all, Raliance is excited to see what their partnership with Uber will create in the years ahead.

"This is the generation that will end sexual violence, and technology will surely play a huge role. We are thrilled to have this opportunity to bring our minds and talent together to expand what is possible," said Houser.

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### **ABOUT RALIANCE**

Raliance serves as the central hub for effective allocation and distribution of programmatic funding in sexual violence prevention and as the go-to resource for policymakers, advocates, service providers and the media. Raliance is funded through a \$10 million multiyear commitment from the National Football League. The name was inspired by the entity's intent to rally engagement from stakeholders and align goals and resources behind its overarching mission of putting a stop to sexual violence once and for all. Learn more at [Raliance.org](https://Raliance.org).