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*For Immediate Release*

**Safr Partners with Mustard Seed of Central Florida**

**To Help Those in Need Re-Establish a Home**

*Rideshare Service Partners with Local Orlando Nonprofit to Give Those in Need Free Transportation to Receive Home Furnishings, Appliances, Clothing and More*

**New York, NY (April 30, 2020)**—Safr, a new ridesharing service dedicated to the safety and empowerment of women, announced it will be providing free rides to clients of The Mustard Seed of Central Florida and its affiliate network from Monday, May 4th, through Sunday, May 31st to visit their facility to receive home furnishings, appliances, bedding, clothing and more. Those interested in receiving complimentary rides may reach Mustard Seed of Central Florida at 407-875-2040.

“Safr is proud to partner with The Mustard Seed of Central Florida to provide free local rides to assist those in need,” said Syed Gilani, CEO of Safr. “Supporting women and their families, and all genders, in their efforts to create homes, and to create a better future, is perfectly aligned with our mission: to provide safe transportation in the U.S. and around the world. We look forward to assisting those in need with free rides, and connecting the greater Central Florida community with safe and accessible transportation.”

Complimentary rideshare services will be given across Orlando within a 15-mile radius to aid participants in reaching Mustard Seed’s location, where they may select home goods for a nominal fee, such as bedroom and living room furniture and appliances, housewares, bedding, and clothing. Participants will be picked up and dropped off at their location, while large home furnishings will be delivered separately through Mustard Seed’s own truck.

“Mustard Seed’s mission is to help rebuild the lives of families and individuals who have suffered disaster or personal tragedy,” stated Kathy Baldwin, Executive Director of Mustard Seed of Central Florida. “Safr is providing valuable, time-saving rideshare services to those in need by giving them complimentary rides to and from our facility. By donating such rides, participants will be able to pick out the housewares and clothing that will be a part of their new life, without having to take other unreliable, time-consuming forms of transportation. Together with Safr, we can now provide even greater assistance to women and families across Central Florida to make a positive difference.”

About Safr

Safr is a new ridesharing service focused on the safety and empowerment of women. Built with the needs of women in mind, Safr aims to improve the lives of women everywhere through safe transportation, job creation, and financial security. Safr’s drivers are personally vetted and undergo comprehensive background checks so that riders can have peace of mind knowing they meet Safr standards. Safr’s multiple in-ride app features aid in the protection of your safe arrival. When you choose to ride with Safr, you’re supporting a like-minded driver and elevating your community by helping to improve greater gender balance, choice, and participation in the ridesharing economy. For more information, please visit [www.gosafr.com](http://www.gosafr.com).

About Mustard Seed of Central Florida

The Mustard Seed of Central Florida was established in 1984 at a time when homelessness was just beginning to emerge as a community-wide epidemic. It grew from the personal commitment of the founder, Carol Kane, who saw all homeless individuals, regardless of race, creed, or social status, simply as God’s children in need of assistance. The Mustard Seed is the only furniture and clothing bank in Central Florida. The Mustard Seed collects donations of furniture, appliances, household items, linens and dishes, as well as anything that could make a house a home. The non-profit provides the donated items to pre-qualified families and individuals for a fee to help them re-establish a home. The Mustard Seed is a critical resource in establishing stability and creating a home. By serving families who are suffering from domestic abuse, drug rehab recovery, homeless transition, returning veterans, medical hardships, fire, natural disasters and the economically disadvantaged. For more information, please visit [www.mustardseedfla.org](http://www.mustardseedfla.org).