

TO: ASSIGNMENT EDITORS, PSA DIRECTORS

MultiVu Video: Pamela Anderson Calls Out Ride-Hailing Labor Injustices

NEWS: Actress & Activist Partners with Ride Responsibly Cautioning Public about Unfair Business Practices of Ride-Hail Apps

FORMAT: Packaged narrative with merged channel audio track

ADDITIONAL RESOURCES: Video, hard copy requests, downloadable MPEG4, contact information and more available at <https://www.multivu.com/players/English/8260452-nla-ride-responsibly-pamela-anderson-psa/> and <http://www.psaroom.com/thecloser>

STORY SUMMARY:

The National Limousine Association's Ride Responsibly™ initiative is back with its fourth public service announcement starring actress and activist Pamela Anderson. The PSA calls into question the labor practices of ride-hailing services and the misleading hiring tactics deployed to lure drivers.

The video titled "The Closer", directed by acclaimed artist Luke Gilford, is a shift from the Ride Responsibly safety-focused PSAs, drawing attention to the deceptive labor practices of ride-hailing companies. In this PSA, Pamela Anderson stars as the villain – a ride-hailing service super-recruiter – who can convince anyone to sign up as a driver by misleading them with compliments and charm and assuring them that they don't require common employee benefits such as health insurance or designated work hours.

For more information, please visit: www.rideresponsibly.org.

VIDEO PROVIDED BY: The National Limousine Association's Ride Responsibly™

FOR STORY AND TECHNICAL INFO, CONTACT:
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