



Press Release | May 3, 2022

Revel Launches New “Round Up For Charity” Program to Support the United Nations Road Safety Fund

Moped and rideshare users will be able to round up their receipts to support global road safety starting today

New York, NY — [Revel](#), an electric mobility and infrastructure company, launched its new Round Up For Charity program today, allowing its moped and rideshare users to round up their receipts to support the [United Nations Road Safety Fund](#) (UNRSF), which is focused on building a world where roads are safe for everyone.

Revel users can participate by opting into the program on the user profile page of their Revel app. Each time opted-in users take Revel moped rides in New York City, Washington, D.C., Miami, or San Francisco, or Revel rideshare trips in NYC, the cost of their trips will be rounded up to the nearest dollar, with the difference donated to the UNRSF.

“Improving road safety is a goal that impacts everything we do at Revel, and we’re proud to support the UNRSF as they tackle this issue on a global scale” said **Frank Reig, Revel CEO and Co-Founder**. “I hope our users will be as inspired as we are by the UNRSF’s work around the world and will help us contribute to this amazing organization.”

“The commitment of Revel for road safety and its intention to support the UNRSF is an inspiring example on how safe and sustainable mobility should be addressed together in the framework of a public-private partnership to contribute to the [Global Plan for the Decade of Action for Road Safety 2021-2030](#) with the goal to halve the number of the victims on the roads by 2030”, said **Nneka Henry, Head of the UNRSF Secretariat**.

Established in 2018 pursuant to United Nations General Assembly resolution 70/260, the UNRSF focuses on creating national systems for road safety in low- and middle-income countries, where unsafe traffic conditions are a major cause of preventable deaths. Nine out of ten fatal road crashes currently happen in these communities, and road crashes are the leading cause of death in these countries for children, young adults and tourists. As part of the [UN’s Decade of Action for Road Safety](#) that began in August 2020, the UNRSF aims to halve the number of road deaths and injuries worldwide by 2030.

Via partner organizations within the UN system, the UNRSF disburses its aid to regional, national and local authorities, local road safety groups, civil society organizations and others who implement programs in the field. The UNRSF’s current projects include:

- [SAFER AND CLEANER USED VEHICLES FOR AFRICA](#): This project aims to ensure that used vehicles imported into Africa adhere to consistent minimum standards for safety and sustainability.
- [RECLAIMING STREETS FOR PEDESTRIANS AND CYCLISTS IN AFRICA](#): This project aims to enhance road safety in Africa's rapidly growing cities, which currently have road-related fatality rates well above the global average, by improving pedestrian and cycling infrastructure.
- [PROMOTING ROAD SAFETY AND SUSTAINABLE MOBILITY IN PARAGUAY](#): This project promotes the right to safe, healthy and autonomous mobility in urban and school centers in Paraguay, where road traffic crashes are the leading cause of death in young people between the ages of 15 and 29.

In November 2021, the UNRSF also launched [#moments2live4](#), a global social media campaign to raise awareness on the importance of investing in road safety in low- and middle-income countries. The campaign will actively engage everyday road users to share campaign messages and post a photo and/or 24 second video of the moments in life that inspire them to believe in the importance of safe roads everywhere.

To learn more about the UNRSF's work, visit roadsafetyfund.un.org.

###