



GreatCall and Lyft Partner to Solve a Top Issue for Older Adults: Transportation

GreatCall customers stay independent by scheduling Lyft rides with their Jitterbug phone without requiring a smartphone app

SAN DIEGO – November 13, 2018 – [GreatCall](#), a leader in connected health for active aging and a wholly owned subsidiary of Best Buy, announced today the nationwide availability of [GreatCall Rides](#), a partnership with Lyft that addresses one of the top issues in aging: transportation. Following a successful pilot program in five markets, GreatCall now offers this service to all customers, providing easy access to Lyft rides.

Customers simply press “0” on their Jitterbug phones and tell GreatCall’s Personal Operator Service where they want to go. The cost of the ride, along with a nominal fee, will be added to the customer’s monthly bill.

“We’re thrilled to expand our partnership with GreatCall and extend this important service to seniors across the country,” said Gyre Renwick, VP of Lyft Business. “By working with GreatCall for the last two years, we’ve already been able to remove the transportation barrier for so many older adults in the U.S., making it easier for them to get to a medical appointment, go to the movies with friends, or just to get to the grocery store. We’re excited to see how our positive impact can continue to grow with our national launch together.”

Giving up driving is one of the top fears of older adults, impacting independence, self-esteem, and the ability to participate in social activities. GreatCall Rides offers an easy-to-use and affordable option, helping older adults to get around without having to use a smartphone app. This is especially important for people living in cities that do not have easily-navigated public transportation. GreatCall found that 77 percent of its pilot riders are repeat riders – continuously relying on this service to live independently.

“While ride sharing services for this age group are often seen as a way to get to medical appointments, our customers use it for much more – staying connected with friends and family and participating in the activities they love,” said David Inns, CEO of GreatCall. “With social isolation a critical healthcare risk in aging, transportation solutions like GreatCall Rides makes a difference in health and wellness.”

GreatCall Rides is now widely available across the country, and GreatCall customers will receive \$5 off on their first ride.

“I’ve been using the Lyft service through GreatCall for almost two years now since giving up driving, and it’s a huge help,” said Sacramento-based GreatCall customer Carol S. “It’s my primary form of transportation to doctors’ appointments, the grocery store, visits with friends, and anywhere else I may need to go.”

Best Buy's acquisition of GreatCall earlier this year reflects the company's desire to enrich lives through technology. Specifically, Best Buy is seeking to address the growing needs of the aging population with the help of technology products, services and solutions. The health space is a large, growing market where technology is well suited to help aging consumers, their caregivers, payers and providers. Today, there are approximately 50 million Americans over 65 years old, a number that is expected to increase more than 50 percent within the next 20 years.

Additional information can be found at greatcall.com/rides.

About GreatCall

GreatCall is a leader in connected health for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall's innovative suite of easy-to-use mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include, Jitterbug Flip, Jitterbug Smart2, Lively Mobile, Lively Wearable, Lively Home and health, safety and wellness services GreatCall Link and 5Star Urgent Response. GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. GreatCall, a wholly-owned subsidiary of Best Buy, is headquartered in San Diego, CA. To learn more, please visit www.GreatCall.com. This news release and other corporate assets are available at www.greatcall.com/newsroom or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook at Facebook.com/greatcall.

About Lyft

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the US population as well as in Ontario, Canada. Lyft is preferred by drivers and passengers for its reliable and friendly experience, and its commitment to effecting positive change for the future of our cities, as the first rideshare company to offset carbon emissions from all rides globally.

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