

# Free Ride returns for third season on the island

Service available to just about anywhere in Palm Beach, West Palm.

**By ALEESE KOPF**  
*Daily News Staff Writer*

Free Ride is back just in time for shoppers who don't want to fight parking this holiday season.

The eco-friendly electric-car service returned this month for its third year on the island. It will take residents and visitors to area shops, restaurants, museums, beaches and hotels in downtown West Palm Beach and Palm Beach.

The ride is free thanks to local sponsors who pay to advertise on the golf-cartlike cars. For example, Palm Beach Lately partnered with The Free Ride to create The Palm Beach Late-

ly Free Ride, sponsored by The Brazilian Court, Hamilton Jewelers, The Gary Pohrer Group for K2-Realty and Tracy Negoshian.

"The holidays are our favorite time of year and the perfect time for locals and out-of-towners to take advantage of this wonderful service, while shopping and celebrating the season," said Danielle Norcross, co-owner of the online shopping guide Palm Beach Lately. "This service allows shoppers and diners the ability to get around without worrying about parking and walking with shopping bags."

The free ride service is available Monday through Sundays from 11:30 a.m. to 8 p.m. now through Jan. 24. Interested riders should text their location to 800-4400 to arrange for pickup and drop-off.

The cars also are available for events. On Tuesday, the Palm



Beach Lately Free Ride will be shuttling people on Worth Ave for Paradise Casino's Shop Hop event between Chanel, Gucci, Jimmy Choo and Island Company, according to Beth Beattie Aschenbach, Palm Beach Lately

co-owner and sister of Norcross.

Riders or observers who snap a picture of the car and post on Instagram with the tag @PalmBeachLately and hashtag #PBLFreeRide have a chance to win exclusive holiday give-

aways and promotions from Palm Beach Lately and participating sponsors.

Interested advertisers should email [sales@thefreeride.com](mailto:sales@thefreeride.com).

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The free rides are possible because local sponsors such as Danielle Norcross and Beth Beattie Aschenbach, co-owners of Palm Beach Lately, pay to advertise on the electric cars.

*Steven Martine Photography*