

PALM BEACH FREE RIDE

Palm Beach Lately and **Palm Beach Free Ride** are excited to announce the return of the Palm Beach Lately Free Ride — a free, fashionable and eco-friendly electric car service for locals and visitors that will drop off and pick up passengers at Palm Beach's shops, restaurants and hotels. The electric car service will be available Mondays through Sundays, from 11:30am to 8pm, running through January 24, 2016 throughout Palm Beach. Patrons looking for a ride will text their location in Palm Beach to 561.800.4400 to arrange pick up and drop off in the coverage area and a ride-request app will be available in 2016.

"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." says Palm Beach Lately Co-Owner **Danielle Norcross**. "This service allows shoppers and diners the ability to get around without worrying



Danielle Norcross and Beth Beattie Aschenbach

about parking and walking with shopping bags.

Palm Beach Free Ride will also offer exclusive access to the holiday giveaways and promotions from Palm Beach Lately and the participating sponsors. If you ride or spot the Palm Beach Lately Free Ride, snap a pic and post on Instagram, tag @PalmBeachLately and hashtag #PBLFreeRide for a chance to win prizes.

The Palm Beach Lately Free Ride is sponsored by **The Brazilian Court**, **Hamilton Jewelers**, **The Gary Pohrer Group for K2-Realty** and **Tracy Negoshian**. For more information visit www.palmbeachlately.com. PHOTO: STEVEN MARTINE PHOTOGRAPHY