

## Uber Wants to Give You a Free Night in a Boutique NYC Hotel

by Jordi Lippe-McGraw December 6, 2016



Courtesy Edition Hotels/Photo by Nikolas Koenig

A night at the New York Edition in the Flatiron District usually goes for \$300-\$500, but you can stay for free.

## Because life's hard and you've earned it.

Between getting voters to the polls on Election Day and crossing international borders, Uber is all about making your days easier lately. Now, it wants to help make your nights more luxurious. For the first time ever, through a partnership with hotel booking site Mr & Mrs Smith, the on-demand car service will provide luxury hotel stays to riders in New York City.

On December 6 between 11 a.m. and 3 p.m. only (that's today, so get on it), app users in the city's five boroughs will have the chance to request a free night in one of eight participating Manhattan hotels by typing in the promo code GIVINGNYC16 in the payment section. Of those entered, 200 winners will be met by an Uber driver who will deliver a gift pack that includes a card with full details of how to book a room at either the  $\circ$  The New York EDITION,  $\circ$  The Standard, High Line, 11 Howard,  $\circ$  The Standard, East Village, the Viceroy Central Park,  $\circ$  The Ludlow,  $\circ$  Hotel Hugo, or the  $\circ$  Roxy Hotel.

It's all part of the company's "5 Days of Giving"—winners will also get a swanky eye mask from celeb-favorite designer Olivia von Halle to complement those blackout curtains.

Though this is the first time the company has given away hotel stays, Uber has already made passengers happy by giving away free pizza, copies of a new EA Sports video game and an Xbox One S, and 15-minute cuddle sessions with puppies. What's next, Uber? Brad Pitt handing out free cash?