

5 Days of Giving: Uber Kicks Off Holiday Season with Free Luxury Hotel Stays, Gift Drives, and 'Ugly' Sweaters



New York Edition Hotel - Image courtesy of Mr & Mrs Smith



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Attention, New Yorkers: On December 6, **Uber** is offering commuters in all five boroughs the chance to score a complimentary stay at a boutique hotel in Manhattan handpicked by elite booking service **Mr & Mrs Smith**.

The promotion will award 200 Uber users a free night at one of eight participating hotels, which include **the New York Edition**, **11 Howard**, **The Standard High Line**, **Viceroy Central Park**, **Hotel Hugo**, **The Roxy**, and **The Ludlow**. The winners will each receive a gift pack that includes a luxury eye mask from silk nightwear designer **Olivia von Halle** and a card with details on how to arrange their sumptuous stay.



11 Howard - Image courtesy of Mr & Mrs Smith

To participate, open the Uber app and enter the code **GIVINGNYC16** under Promotions in the Payment tab. Between 11am and 3pm on December 6, tap the Mr & Mrs Smith Staycation pop-up at the bottom of the Uber app and hit "Request." The first 200 riders will receive one of the prized packages via an Uber vehicle.



The Standard High Line - Image courtesy of Mr & Mrs Smith

The promo is the first in mobile ride-share company's "5 Days of Giving" campaign, which will also offer app users the opportunity to order free New York City-themed "ugly sweaters" designed by Topsy Elves and partake in the company's holiday toy-and-coat drive.



This Thursday only, New York riders can request a special Uber to deliver free holiday sweaters straight to their door. Image courtesy of Uber

To boot, Uber drivers can RSVP to a complimentary evening of ice skating with their families and enter for a chance to win an all-inclusive stay at the newly opened Paradisus Los Cabos.

The campaign is far from Uber's first gesture of goodwill: For the past two years, the company has granted users in seven cities the chance to book a puppy playdate in celebration of Animal Planet's annual Puppy Bowl—an event that benefits animal shelters and helps dogs find new families. There's also UberKITTENS—a kindred annual affair that has placed more than 30 felines into new homes.

<http://www.forbes.com/sites/kristintablang/2016/12/05/uber-mr-mrs-smith-contest-new-york-edition-11-howard-standard-high-line-vice-roy-central-park/#4e431275278a>