

SURF

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AZ entertainment startup launching \$10,000 giveaway for local businesses

Surf is giving over \$10,000 in advertising to help Arizona businesses reach a new audience on the #1 in-car entertainment platform.

Phoenix, Ariz. -- August 1, 2018-- Today Surf launched a statewide contest to give three Arizona businesses over \$10,000 in advertising.

Surf, a startup out of Arizona State University, places tablets in the back of Uber and Lyft vehicles across the Valley for the entertainment of passengers and the promotion of businesses and brands. Surf connects local businesses with on-the-go customers through local listings, entertaining videos and interactive experiences.

“This contest is a way for us to give back to the local business community by helping them focus on an area that small businesses often find frustration in: advertising,” said Surf CEO, Eli Chmouni.

Chmouni believes Surf is revolutionizing the digital advertising and entertainment space by bringing choice back to the hands of media consumers in the place where they are spending an increasing amount of time: in rideshare vehicles.

In March of this year, Recode reported that rideshare apps book over 15 million rides each month among 75 million active monthly users. In Phoenix alone, over 500,000 rideshare trips happen each week.

“With an average ride duration of 18 minutes, Surf is positioned to promote local businesses in a low distraction, high engagement environment for a long period of time,” said Chmouni.

The contest, which is open to all Arizona businesses, will run from August 1 to September 1. Businesses can enter by submitting a short application about how their company would benefit from the prize at RideWithSurf.com/Promo. During the final week of the competition, Surf will open the competition to the public, allowing them to vote from a selection of ten entrants to choose the giveaway winners. One lucky business will win \$10,000 in advertising credit, and two runner-ups will receive \$2,500 each.