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## **LYFT TAPPED AS RIDE-SHARE PARTNER FOR BOARDWALK HALL, CONVENTION CENTER**

ATLANTIC CITY — Spectra by Comcast Spectacor has named Lyft its official ride-sharing service at various sites, including the Atlantic City Convention Center and Boardwalk Hall.

Under the agreement, Lyft will expedite pickups and drop-offs around the venues via its ride-hailing app.

“Summer is one of our busiest seasons down the shore and one of the many reasons why we’ve chosen to partner with Lyft, a safe ride option for all our guests,” Spectra’s Kara Cermanski, director of corporate partnerships at Boardwalk Hall and the Convention Center, wrote in a statement.

The agreement comes as state regulators have imposed safety standards and consumers protections on ride-hailing services, such as Lyft and Uber. Gov. Chris Christie signed legislation in February that went into effect May 1.

The new Spectra partnership includes the Sun National Bank Center in Trenton as well as Xfinity Live! and the Liacouras Center in Philadelphia.

“By partnering with these three venues across New Jersey, we’re able to offer a reliable, convenient and affordable way to get home safely and responsibly,” said Ann Ferracane, general manager for Lyft in New Jersey.

Before the regulations, the city fined ride-hailing drivers for being unlicensed as taxi and limo drivers are licensed. The city issued more than 300 tickets to ride-hailing drivers in 2016 and 49 summonses to drivers from January to the end of April, Licensing and Inspections Director Dale Finch has said.