



Moovit to the Museum: Transit Riders Benefit With an Easier Journey to the Annual Latke Festival at the Brooklyn Museum

Moovit, the World's #1 Transit App, Teams Up with the Latke Festival to Make it Easier for People to Ride Public Transit to the Famous Potato Pancake Event on Monday, December 3

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In honor of its tenth anniversary, the [Latke Festival](#) — one of New York City's tastiest holiday happenings — has chosen [Moovit](#) as its official transportation partner for the event in Brooklyn on December 3.

Moovit will make it easy for attendees to get to the event using its #1 public transit app for step-by-step directions using the subway, bus, bike-share, ride-share and ferry, so they can spend more time tasting the luscious Latkes than figuring out how to get there.

Attendees are able to plan their journey using the free-to-download Moovit app or by clicking here https://moovit.me/Latke_Festival. Moovit also will provide in-app pop-ups to local users to help them find their way to the event.

The Latke Festival is a benefit for [The Sylvia Center](#), the nonprofit organization dedicated to teaching children and their families in underserved communities cooking and nutrition through hands-on experiences on the farm and in the kitchen. It will take place at the Brooklyn Museum from 6.00pm - 8:30pm and be presented by [Great Performances](#), the acclaimed New York-based catering and events company. The evening will showcase more than 25 latke creations, from the classic to the decadently imaginative, by chefs from such establishments as: Benchmark; Daddy O's; Dutch Boy Burger; FONDA; FryGuys; Jacob's Pickles; Korso; Kulushkat; Mama O's; The Norm; Riss's Knishes; Shelsky's of Brooklyn; Veselka; and White Tiger.

"Lip-smacking latkes in support of culinary education — what's not to love about Moovit being chosen as the official transportation partner for the 10th Annual Latke Festival?" said Moovit's VP of Global Communications Steve Swasey. "With the holidays coming up, this is the perfect way to start the festive cheer — and suspend your diet — while supporting a very worthy cause. Moovit is proud to serve the local community in one of the largest of the 2,600 cities Moovit operates in worldwide."

Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and more convenient. By combining information from public transit operators and

authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey, service alerts, and get off notifications. Moovit has more than 300 million users and more than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.

“We are delighted to have the internationally renowned company Moovit supporting the Latke Festival this year,” said Liz Neumark, founder and CEO of Great Performances, and who began the Latke Festival 10 years ago in aid of The Sylvia Center, which she also established. “Together, we will ensure attendees have the smoothest journey to and from the event so they will enjoy the delicious experience that much more.”

Tickets to the 10th Annual Latke Festival are \$75 for unlimited latke sampling and free-flowing beverages (both alcoholic and nonalcoholic). A VIP ticket at \$120 grants access to an exclusive lunch with open bar and buffet or complimentary latke treats. Tickets may be purchased at www.latkefestival.com.

About Moovit

Moovit (www.moovit.com) is a leading Mobility as a Service (MaaS) provider and the #1 transit app. Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and more convenient. By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. Named Best Local App by Google in 2016 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and now has 300 million.

Moovit amasses up to four billion anonymous data points a day to add to the world’s largest repository of transit data. The data gathering is aided by Moovit’s network of more than 500,000 local editors called “[Moovitors](#).” These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Moovitors account for 65 percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of Transit.

Moovit is an early pioneer of Mobility as a Service (MaaS). The company helps people change the way they consume mobility by fully integrating other forms of transport, such as local bicycle services, into its app. In 2017 Moovit launched its [suite of MaaS solutions](#) to help cities, governments and transit operators improve urban mobility in their cities.

Moovit is available for free on [iOS](#), [Android](#) and the [Web](#) in more than 2,600 cities, across 85 countries, and can be used in 44 languages. More than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.

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