

Freenow by Lyft partners with DICE and Fever to give away £25k in vouchers this summer

Freenow users can enjoy 50% off their next ride while entering prize draws for the chance to win vouchers to experience the very best of London's cultural scene



Freenow by Lyft, the multi-mobility app present in over 180 European cities, has announced a partnership with two leading live-entertainment discovery platforms, **DICE** and **Fever**, to offer users the chance to win vouchers and experience the best London's cultural calendar has to offer.

Between July and September, Freenow by Lyft is giving new and existing users 50% off their next ride with the code **ROLLTHEDICE**. After booking, they are automatically entered into prize draws for DICE and Fever vouchers worth £100, £200, £500 and even £1,000. With 82 vouchers, worth a combined total of £25,000, up for grabs throughout the

summer, winners will be able to book London's hottest experiences, from festivals and gigs to comedy nights and immersive exhibitions.



Danny O’Gorman, General Manager at Freenow by Lyft UK said: *“At Freenow, our mission is to simplify city life by making urban mobility safe, reliable, accessible and more sustainable for all, so Londoners can enjoy everything their city has to offer. Partnering with DICE and Fever allows us to connect people with unforgettable experiences while making getting there as seamless as possible.”*

Ollie Killick, Global Head of Brand Partnerships at Fever said: *"Giving away £25,000 worth of vouchers is another step towards our goal of making culture and entertainment more accessible to everyone. Partnering with Freenow by Lyft means we can help people not only discover unforgettable experiences, but also make getting there that little bit easier."*

New and existing Freenow by Lyft users can use the code **ROLLTHEDICE** to get 50% off their next ride and will automatically be entered into a prize draw for the chance to win DICE and Fever vouchers throughout the summer.

About Freenow by Lyft

Freenow by Lyft features broad multi-mobility options across 9 European markets and over 180 cities. Millions of passengers can access various mobility services within a single app, including taxis, private hire vehicles, carsharing, car rental, e-scooters, e-bikes, e-mopeds and public transport. With headquarters in Hamburg, Germany, Freenow is led by CEO Thomas Zimmermann.

In July 2025, Freenow was acquired by Lyft, a global mobility platform offering a mix of rideshare, taxis, private hire vehicles, executive chauffeur services, car sharing, bikes, and scooters across 6 continents and thousands of cities. Millions of drivers have chosen to earn on billions of rides. Together, Freenow and Lyft are helping to create a more connected world, with transportation options for everyone.

About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events —from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals— while empowering its partners with data and technology to develop and expand new experiences worldwide. Learn more at feverup.com.

About DICE

Founded in 2014, DICE has transformed how fans discover and buy tickets to live events around the world. The mobile-first app was designed to provide upfront all-in pricing and personalised event recommendations, prioritising the fan experience and anti-touting technology. Learn more at dice.fm.

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