



Harry Reid International Airport
Clark County Department of Aviation – Rosemary A. Vassiliadis, Director



NEWS RELEASE

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FOR IMMEDIATE RELEASE
June 5, 2025
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LAS Launches Rideshare Safety Campaign in Partnership with #WHATSMYNAME Foundation

Harry Reid International Airport (LAS) is proud to announce a new partnership with #WHATSMYNAME Foundation, aimed at enhancing rideshare safety and raising public awareness around best practices for verifying rides.

New rideshare safety signage was installed at Terminals 1 and 3 rideshare pick-up areas to remind travelers to always verify the driver and vehicle before taking any ride. The campaign, also highlighted on the airport's social media channels focuses on these tips:

- S** - Stop before getting into a vehicle and review the safety features in the app
- A** - Ask your driver "what's my name" to confirm they have booked a trip with you
- M** - Match the make, model and license plate of the car with the one displayed in the app
- I** - Inform a friend or loved one of your ride details

The #WHATSMYNAME Foundation was established in memory of Samantha 'Sami' Josephson, a 21-year-old college student in South Carolina who was tragically kidnapped and murdered when she was targeted by a fake rideshare driver in 2019. Founded by her parents, Seymour and Marci Josephson, their mission is to educate the public on rideshare safety. By promoting the simple yet powerful question, "What's my name?", the Foundation aims to prevent similar tragedies and ensure that Samantha's legacy leads to lasting change.

"Safety is our top priority at LAS, not just at the security checkpoint, but throughout every step of the passenger journey," said Rosemary Vassiliadis, Clark County Director of Aviation. "We're honored to partner with the #WHATSMYNAME Foundation to raise awareness on rideshare safety. While Samantha's tragedy did not happen here, her story resonates with us deeply. Serving millions of travelers each year, we are committed to highlight this critical message so no one else will have to endure what Samantha or her family experienced."

"We are deeply grateful to Harry Reid International Airport for their commitment to rideshare safety and for helping us honor Samantha's legacy in such a meaningful way," said Seymour and Marci Josephson, founders of the #WHATSMYNAME Foundation. "By promoting the S.A.M.I. safety steps at one of the nation's busiest airports, this partnership reinforces the importance of taking a moment to stop, ask, match, and inform. Our mission is to ensure that what happened to Samantha never happens to anyone else — and efforts like this bring us closer to that goal."

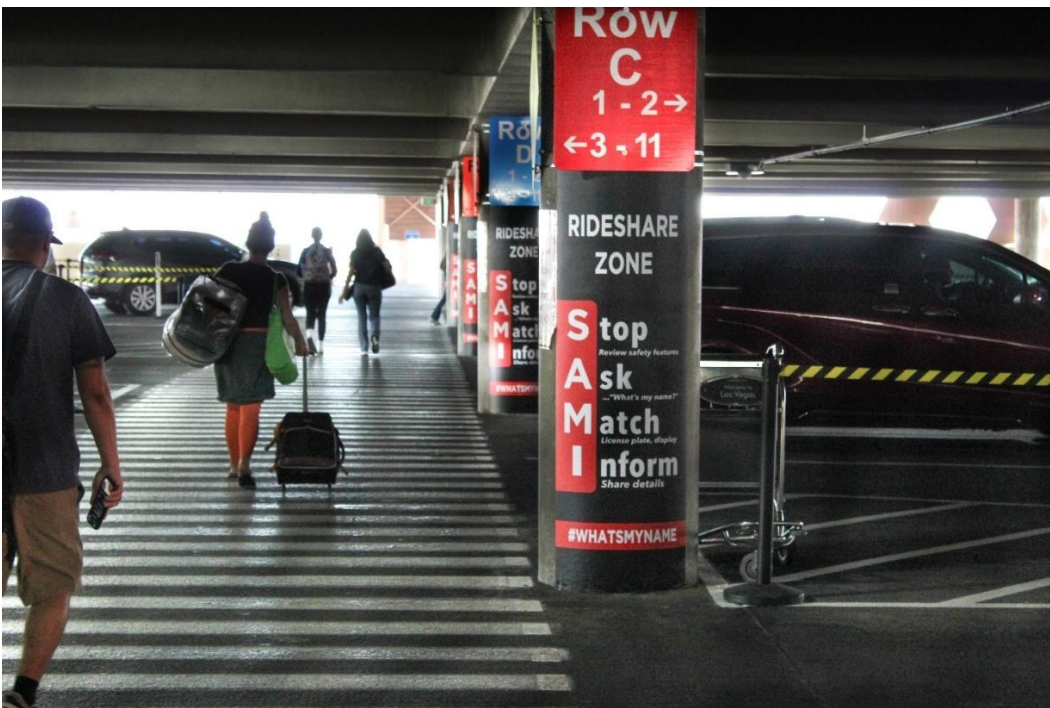
If you suspect a fake rideshare, "See Something, Say Something." Report it to a nearby parking attendant or call the Harry Reid International Airport Control Center at (702) 261-5125 (option 1). Quick action helps keep everyone safe. To learn more about the campaign and rideshare safety, visit:

<https://www.harryreidairport.com/Transportation/RideShare>

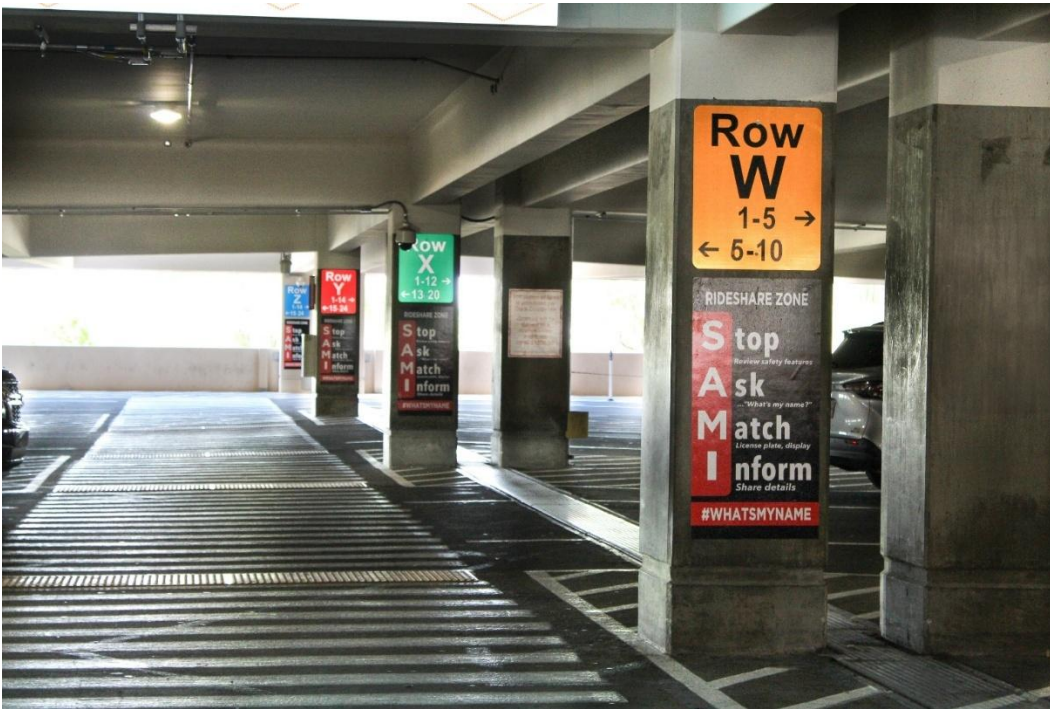
#WHATSMYNAME Signage:



SAMI sign in the Terminal 1 rideshare pickup area at Harry Reid International Airport. (Photo: Clark County Department of Aviation)



Travelers walk past several SAMI messaging in the Terminal 1 rideshare pickup area at Harry Reid International Airport. (Photo: Clark County Department of Aviation)



Multiple SAMI signs in Terminal 3's rideshare pickup area at Harry Reid International Airport. (Photo: Clark County Department of Aviation)



Additional SAMI signage in Terminal 3 rideshare pickup area at Harry Reid International Airport. (Photo: Clark County Department of Aviation)

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About Harry Reid International Airport

Harry Reid International Airport (LAS) and the four general aviation facilities including Henderson Executive Airport, North Las Vegas Airport, Jean Sport Aviation Center and Overton-Perkins Field, are owned and operated by the Clark County Department of Aviation. For more information on LAS, or the full system of airports, please visit HarryReidAirport.com. For timely information and airport updates, please visit our social media channels @LASAirport.