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DRAFT—NOT FOR RELEASE

Too Many Spirits on Halloween? Get a Free Cab Ride Home!

*Berg Injury Lawyers to host Halloween Safe and Sober program
in San Francisco, East Bay, and Sacramento*

ALAMEDA, Calif., Oct. 17, 2011—In keeping with its long-time commitment to keeping drunk drivers off the road, Berg Injury Lawyers will be hosting its ongoing Safe and Sober Ride Home program this Halloween in Northern California.

Don't Make a Grave Mistake—Get a Safe and Sober Ride Home!

The program will be offered from 10 p.m. on Monday, October 31, through 4 a.m. on Tuesday, November 1. Due to the program's popularity, a cap of \$35 will be placed on each ride home. For a ride home, call one of the following cab companies and tell them the ride is on Berg Injury Lawyers:

- **Sacramento**

Call Yellow Cab Company of Sacramento at (916) 444-2222.
Patrons must be picked up at a restaurant, hotel, or bar within
Downtown Sacramento to qualify for a free ride.

- **Alameda, Oakland & Berkeley**

Call Veterans Cab at (800) 281-4488. Any fare exceeding
\$35 must be paid in cash.

- **San Francisco**

Call Luxor Cab at (415) 282-4141.

"If our Safe and Sober
program saves one life, it's all
worth it. We just want
everyone to have a safe and
enjoyable Halloween."

William Berg
Founder and Attorney
Berg Injury Lawyers

— MORE —

Safe and Sober Free Ride Home

October 17, 2011

Page 2 of 2

Rides are for adults who have been drinking or who need a safe way home. Rides will be provided from a bar or restaurant to an individual's residence—not to other drinking locations. Due to the high number of requests on Halloween, rides can't be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests. Patrons need to remove masks or other facial coverings, and drivers have the right to use their discretion when accepting fares. Patrons are reminded to tip their drivers accordingly.

Berg Injury Lawyers' Safe and Sober Cab Ride Home

Launched in 2004, the Safe and Sober Cab Ride Home program is an ongoing commitment to raise community awareness regarding the dangers of drunk driving. The program encourages individuals to make responsible choices by providing free cab rides home during New Year's Eve, St. Patrick's Day, Cinco de Mayo, and Halloween.

Safe and Sober has been successful in reducing the number of alcohol-related deaths and injuries by providing thousands of free cab rides. In 2006, Berg Injury Lawyers received a Mothers Against Drunk Driving (MADD) Alameda County community service award for the program.



The Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 6,276 safe rides home.

About Berg Injury Lawyers

Berg Injury Lawyers has successfully litigated a wide range of claims throughout northern California since 1981. With more than 80 legal professionals, the Alameda-based law firm focuses on plaintiffs' personal injury law. The attorneys of Berg Injury Lawyers are committed to representing the rights of individuals and take pride in their reputation as aggressive litigators and persuasive negotiators. For more information, visit www.BergInjuryLawyers.com.

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