



Cab Ride Home

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FOR IMMEDIATE RELEASE

Should Auld Acquaintance Get Too Drunk— Get a Safe Ride Home on New Year's Eve

Berg Injury Lawyers offers free cab rides home in San Francisco, East Bay, and Sacramento

ALAMEDA, Calif. (Dec. 12, 2011)—Seven years ago, Berg Injury Lawyers began its Safe and Sober Cab Ride Home program on New Year's Eve in the East Bay area. Since then, the program has grown to include San Francisco and Sacramento, added three additional holidays to its schedule, and provided more than 6,500 safe rides home. Carrying on its tradition of helping prevent drunk driving, Berg Injury Lawyers will again offer its safe ride home program this New Year's Eve.

"Although we may never know the full impact this campaign will have on our community, we're painfully aware of the impact not doing it would have," said attorney William Berg, founder and attorney of Berg Injury Lawyers.

Don't Ring in the New Year by Kissing Your License Goodbye

The program is available from 10 p.m. on Saturday, December 31, 2011, through 4 a.m. on Sunday, January 1, 2012. Due to the program's popularity, a cap of \$35 will be placed on each ride.

Call one of the following cab companies and tell them your ride home 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.

— MORE —

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Safe and Sober Free Ride Home

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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 New Year's Eve, rides can't be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests. 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.

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.



The Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 6,546 safe rides home.

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