



## Cab Ride Home

**For more information, contact:**  
William Berg  
Phone: (510) 523-3200  
Mobile: (510) 684-1156  
E-mail: [wberg@BergInjuryLawyers.com](mailto:wberg@BergInjuryLawyers.com)

Abbey Smith  
Public Relations Manager  
Phone: (615) 296-1078  
E-mail: [abbey@SafeAndSoberRide.com](mailto:abbey@SafeAndSoberRide.com)

### FOR IMMEDIATE RELEASE

## In a Pinch for a Safe Ride Home on St. Paddy's Day?

*Berg Injury Lawyers hosts St. Patrick's Day Safe and Sober Cab Ride Home program  
in Northern California*

**ALAMEDA, Calif., March 5, 2012**—Holiday revelers won't be needing any green to get a cab ride home this St. Patrick's Day. Berg Injury Lawyers will be offering its ongoing Safe and Sober Free Cab Ride Home program to help keep everyone on the roads out of harm's way.

### Get Your Free Ride Home

The Safe and Sober Cab Ride Home program will be offered from 3 p.m. on Saturday, March 17, through 3 a.m. on Sunday, March 18. 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:

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

"We want everyone to enjoy St. Patrick's Day, but the most important thing is making sure everyone gets home safe."

**William Berg**  
*Founder and Principal*  
Berg Injury Lawyers

– MORE –

## Safe and Sober Free Ride Home

March 5, 2012

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 St. Patrick's Day, rides can't be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests. Drivers have the right to use their discretion when accepting fares.

### 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](http://www.BergInjuryLawyers.com).



**The Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 6,917 safe rides home.**

###

BERG INJURY LAWYERS

2440 Santa Clara Avenue, Alameda, CA 94501  
(510) 523.3200 • (510) 523.8851 FAX • [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com)