



## BERG INJURY LAWYERS

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### FOR IMMEDIATE RELEASE

## Need a Ride Home this New Year's? Call a Cab—It's on Berg Injury Lawyers

*Local Law Firm Will Provide "Safe and Sober Free Cab Ride Home"  
in Alameda, Oakland, and Berkeley*

**Alameda, Calif., Dec. 21, 2007**—For many, New Year's Eve is a time to spend with friends, reflect on the past year, and celebrate with a toast to all the things to come in the new year. As with other holidays, many people get wrapped up in the festivities and tend to drink more than they normally would. When combined with crowded roads, these factors can lead to dangerous and sometimes fatal accidents. To help prevent accidents this New Year's Eve, Alameda-based law firm Berg Injury Lawyers is once again providing free cab rides home for anyone who has been drinking or who doesn't feel he or she has a safe way home this New Year's weekend.

"Following the success of previous Safe and Sober programs, this year's event offers those who have been drinking a safe ride home," said William Berg, founder and principal of Berg Injury Lawyers. "Remember, having one or two drinks can impair your driving skills. Drivers shouldn't take chances and risk their lives and the lives of others on the road. We want everyone to have fun and get home safely this New Year's Eve."

Berg Injury Lawyers will team up with Veterans Cab and Yellow Cab of Alameda to provide free transportation this New Year's holiday weekend. The law firm's Safe and Sober Free Cab Ride Home program will be available in the cities of Alameda, Oakland, and Berkeley from 8 p.m. on Monday, Dec. 31, 2007, through 4 a.m. on Tuesday, Jan. 1, 2008.

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## **Safe and Sober Free Cab Ride Home**

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To request a free cab ride home, individuals can call Yellow Cab of Alameda or Veterans Cab at (800) 281-4488 and tell them Berg Injury Lawyers is paying for their safe ride home. Cab rides are made available to area residents who otherwise might attempt to drive home after drinking. Rides are provided to an individual's residence—not to other drinking locations.

### **About Berg Injury Lawyers**

Berg Injury Lawyers has successfully litigated a wide range of personal injury claims throughout northern California since 1981. With a staff of more than 50 legal professionals, the Alameda-based law firm specializes in plaintiffs' personal injury law. The attorneys of Berg Injury Lawyers take great pride in their reputations as aggressive litigators and persuasive negotiators always committed to representing the rights of individuals injured by the negligent conduct of others. For more information, visit [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com).

### **About Safe and Sober**

The Berg Injury Lawyers Safe and Sober Free Cab Ride Home program is an ongoing commitment that seeks to raise community awareness regarding the dangers of drunk driving and to encourage individuals to make responsible choices by providing a safe transportation alternative during many of the traditionally high alcohol consumption holidays. This is the fourth year Berg Injury Lawyers has offered the law firm's Safe and Sober Free Cab Ride Home program. Launched in the city of Alameda on St. Patrick's Day 2004 and expanded to include Oakland during Memorial Day weekend and subsequent holidays, the Berg Injury Lawyers Safe and Sober Free Cab Ride Home program made its Berkeley debut over New Year's weekend 2004/05. The program has been successful in reducing the number of alcohol-related deaths and injuries by providing hundreds of free cab rides. In 2004, the program was a recipient of a Mothers Against Drunk Driving (MADD) Alameda County community service award.

### **New Year's Safety Tips**

- Always have a designated driver if alcoholic beverages are being served.
- If you are hosting a party, provide nonalcoholic beverages in addition to alcoholic drinks.
- Think about the dangers and the serious consequences of driving drunk.
- Plan the evening in advance and decide on your transportation alternative before going out.
- Call (800) 281-4488 to request a Safe and Sober Free Cab Ride Home—tell them Berg Injury Lawyers is picking up the tab.

*To learn more about the impact of drunk driving, visit Mothers Against Drunk Driving (MADD) at [www.madd.org](http://www.madd.org).*

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