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FOR IMMEDIATE RELEASE

Treat Yourself to a Free Ride Home on Halloween

*Berg Injury Lawyers hosts Safe and Sober Free Cab Ride Home program;
Adds Sacramento area to San Francisco and East Bay*

ALAMEDA, Calif., Oct. 25, 2010—On a night when more than half of all traffic deaths are caused by drunk drivers, one law firm is doing all it can to help ensure the safety of everyone on the road this Halloween. Five years and more than 4,600 cab rides later, Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program will be available on Halloween for adults who have had too much to drink or need a safe way home. In addition to servicing San Francisco and the East Bay area, the program will now be offered in Sacramento.

Get Your Free Ride Home

The Safe and Sober Free Cab Ride Home program will be from 10 p.m. on Sunday, October 31, through 4 a.m. on Monday, November 1, 2010. For a free ride home within:

- **Alameda, Oakland & Berkeley**
Call Veterans Cab at (800) 281-4488 and tell them the ride is on Berg Injury Lawyers. Rides home can be given from the East Bay to San Francisco, but not from San Francisco to the East Bay.
- **San Francisco**
Call Luxor Cab at (415) 282-4141 and tell them the ride is on Berg Injury Lawyers.
- **Sacramento (\$30 limit)**
Call Yellow Cab Company of Sacramento at (916) 444-2222 and tell them the ride is on Berg Injury Lawyers. Patrons must be picked up at a restaurant, hotel, or bar within Downtown Sacramento or a hotel in Arden Fair to qualify for a free ride. Rides home must be within Sacramento. Berg Injury Lawyers will cover the first \$30 for cab rides. Patrons must pay any cab fare that exceeds \$30.

“Due to the overwhelming success of the Safe and Sober program, we’ve expanded it to include Sacramento. We encourage everyone to drink responsibly, but if you need a safe way home this Halloween, the ride is on us.”

William Berg
Founder and Principal
Berg Injury Lawyers

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Safe and Sober Free Ride Home

Oct. 25, 2010

Page 2 of 2

Rides are for adults who have been drinking and 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. For the safety of all cab drivers, patrons are asked to remove any masks or facial coverings while riding in cabs. Drivers have the right to use their discretion when accepting fares.

Berg Injury Lawyers' Safe and Sober Free Ride Home

Launched in 2004, the Safe and Sober Free Cab Ride Home program is an ongoing commitment that seeks 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 and received a Mothers Against Drunk Driving (MADD) Alameda County community service award.

About Berg Injury Lawyers

Berg Injury Lawyers has successfully litigated a wide range of claims throughout northern California since 1981. With more than 70 legal professionals, the Alameda-based law firm focuses on plaintiffs' personal injury law. The attorneys of Berg Injury Lawyers take great pride in their reputations as aggressive litigators and persuasive negotiators who are always committed to representing the rights of individuals. For more information, visit www.BergInjuryLawyers.com.



Entering its sixth year, the Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 4,638 safe rides home.

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Source: National Highway Traffic Safety Administration

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