

BERG INJURY LAWYERS



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FOR IMMEDIATE RELEASE

Free Cab Rides Home for Cinco de Mayo

Berg Injury Lawyers to Offer “Safe and Sober Free Cab Ride Home” in Alameda, Oakland, and Berkeley

ALAMEDA, Calif., April 30, 2008—Alameda-based law firm Berg Injury Lawyers will be adding Cinco de Mayo to its list of holidays for the Safe and Sober Free Cab Ride Home program. Berg Injury Lawyers will team up with Veterans Cab and Yellow Cab of Alameda to provide free transportation to those who can't drive or feel they don't have a safe way home. **The Safe and Sober Free Cab Ride Home program will be available in the cities of Alameda, Oakland, and Berkeley from 3 p.m. on Monday, May 5, through 3 a.m. on Tuesday, May 6, 2008.**

“Because Cinco de Mayo is so widely celebrated in our area, I want to provide local residents with a safe alternative home,” explained William Berg, founder and principal of Berg Injury Lawyers. “We’ve had a huge success with this program during New Year’s Eve and St. Patrick’s Day that we wanted to extend the program during another popular holiday. The safe rides home are meant to protect not only those who are celebrating, but others on the road as well.”

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.

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Safe and Sober Free Cab Ride Home

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Cinco de Mayo Safety Tips

Widely perceived as Mexico's Independence Day, Cinco de Mayo is actually the anniversary of when 4,000 Mexican soldiers forced the French out of Puebla, Mexico in 1862. Over the years, Cinco de Mayo has grown into a celebration throughout the United States and has become synonymous with cultural festivities as well as partaking in alcoholic beverages. If you plan to celebrate Cinco de Mayo, remember to:

- Always have a designated driver if alcoholic beverages are being served.
- Provide nonalcoholic beverage choices if you are hosting a party.
- Plan the day 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.

About Safe and Sober

Launched in 2004, 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 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. 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.

To learn more about the impact of drunk driving, visit Mothers Against Drunk Driving (MADD) at www.madd.org.

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.

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