



## Cab Ride Home

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**FOR IMMEDIATE RELEASE**

### **Drunk Drivers Scariest Than Ghosts and Goblins This Halloween**

*Berg Injury Lawyers to cover cab fares in Alameda, Oakland, Berkeley, and San Francisco*

**ALAMEDA, Calif., October 21, 2009**—Halloween is becoming one of the most dangerous nights of the year to be on the road because of drunk drivers. In fact, the number of motor vehicle fatalities rises 30 percent when Halloween is on a Friday, Saturday, or Sunday.

To help reduce these accidents, Berg Injury Lawyers is teaming up with Veterans Cab and Yellow Cab of Alameda and with Luxor Cab in San Francisco to provide free transportation to those who can't drive or feel they don't have a safe way home.

"Halloween is on a Saturday this year, which means many adult partygoers will be out the same night as young trick-or-treaters," attorney William Berg said. "Plan ahead and, remember, the ride is on me if you need a safe way 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. Due to the high number of ride requests on Halloween, rides cannot 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.

#### **Get a Safe and Sober Free Ride Home**

The Safe and Sober Free Cab Ride Home program will be available in the cities of Alameda, Oakland, and Berkeley as well as in San Francisco from 10 p.m. on Saturday, October 31, through 4 a.m. on Sunday, November 1, 2009.

- To request a free cab ride home within **Alameda, Oakland, and Berkeley** city limits, call Veterans Cab at (800) 281-4488.
- To request a free cab ride home within the city of **San Francisco**, call Luxor Cab at (415) 282-4141.

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**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. The program typically runs during New Year's Eve, St. Patrick's Day, Cinco de Mayo, and Halloween.

**This is the fifth year Berg Injury Lawyers has offered the Safe and Sober Free Cab Ride Home program, which has provided 2,788 safe rides home to date.**



By providing thousands of free cab rides, the program has been successful in reducing the number of alcohol-related deaths and injuries. In 2004, the program was a recipient of 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 personal injury claims throughout northern California since 1981. With a staff of more than 70 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).

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