



BERG INJURY LAWYERS

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FOR IMMEDIATE RELEASE

Free Cab Rides Home for Halloween

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

ALAMEDA, Calif., Oct. 20, 2008—Alameda-based law firm Berg Injury Lawyers will be adding Halloween 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 in Alameda and 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. **The Safe and Sober Free Cab Ride Home program will be available from 10 p.m. on Friday, October 31, through 2 a.m. on Saturday, November 1, 2008.**

“If you think that having just one or two drinks won't impair your ability to drive, think again because it does,” said William Berg, founder and principal of Berg Injury Lawyers. “Because Halloween is so widely celebrated in our area, I want to provide local residents with a safe alternative home. 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 within Alameda, Oakland, and Berkeley city limits, individuals can call Veterans Cab at (800) 281-4488.**
- **To request a free cab ride home within the city of San Francisco, individuals can call Luxor Cab at (415) 282-4141.**

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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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.

Halloween Safety Tips

If you plan to celebrate Halloween, 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 in the cities of Alameda, Oakland or Berkeley, or call (415) 282-4141 to request a Safe and Sober Free Cab Ride Home in the city of San Francisco—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, which has provided more than 1,000 safe rides home. The program typically runs during New Year's Eve, St. Patrick's Day, and Cinco de Mayo, and Halloween has recently been added to the list.

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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