



Cab Ride Home

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FOR IMMEDIATE RELEASE

Don't Let Too Much Fun at Bars Put You behind Them— Get a Free Safe and Sober Cab Ride Home on New Year's Eve

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

ALAMEDA, Calif., December 21, 2009—After six years and more than 3,000 free rides home, Berg Injury Lawyers' Safe and Sober Free Ride Home program continues to keep Northern Californians out of harm's way by helping prevent potential drunk drivers from getting behind the wheel. The community tradition carries on this New Year's Eve as the law firm plans to cover the cost of cab rides to those in need of a safe and responsible way home.

Get a Safe and Sober Free Ride Home

The Safe and Sober Free Cab Ride Home program will be available in Alameda, Oakland, Berkeley, and San Francisco from 10 p.m. on Thursday, December 31, 2009, through 4 a.m. on Friday, January 1, 2010.

“Driving drunk is a selfish decision that resulted in the deaths of more than 1,000 Californians last year. Plan ahead and make your New Year's resolution now: Don't drink and drive.”

William Berg
Attorney
Berg Injury Lawyers

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

Please remember:

- Cab rides are provided to adults who otherwise might attempt to drive home after drinking. People **MUST** call Veterans Cab or Luxor Cab and mention the program to get a free ride home.
- Cab rides are provided from a bar or restaurant to an individual's residence—not to other drinking locations.
- Due to the high number of ride requests on New Year's Eve, rides cannot be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests. Drivers have the right to use their discretion when accepting fares.

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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 encourages individuals to make responsible choices. The program provides a safe transportation alternative during traditionally high alcohol consumption holidays and typically runs on New Year's Eve, St. Patrick's Day, Cinco de Mayo, and Halloween.

This is the sixth year Berg Injury Lawyers is offering the Safe and Sober Free Cab Ride Home program, which has provided 3,078 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.

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