



BERG INJURY LAWYERS

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FOR IMMEDIATE RELEASE

**NEED A RIDE HOME THIS ST. PATRICK'S DAY?
CALL A CAB – IT'S ON BERG INJURY LAWYERS**

**Local Law Firm Will Provide "Safe and Sober Free Cab Ride Home"
in Alameda, Oakland, and Berkeley**

ALAMEDA, Calif., March 8, 2007—Steeped in rich tradition, St. Patrick's Day is a time to celebrate Irish culture, music, and customs. From parades and festivals to people enjoying green beer and Irish whiskey in pubs, St. Patrick's also has become a holiday when driving under the influence of alcohol has become a dangerous problem. As a result, Alameda-based law firm Berg Injury Lawyers has once again committed itself to providing free cab rides home to people who have been drinking or who don't feel they have a safe way to get home.

Berg Injury Lawyers will team up with Veterans Cab and Yellow Cab of Alameda to provide free transportation this St. Patrick's Day. **The law firm's Safe and Sober Free Cab Ride Home program will be available in the cities of Alameda, Oakland, and Berkeley from 3 p.m. on Saturday, March 17, 2007, through 3 a.m. on Sunday, March 18, 2007.**

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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“Because events for St. Patrick’s start in the morning, many people may not realize how much they’ve had to drink throughout the course of the day,” notes William Berg, founder and principal of Berg Injury Lawyers. “I encourage people to take into account the severity of drinking and driving and the threat it poses to our community. We are devoted to providing safe rides home for those who have been drinking—for both the safety of themselves and others on the road.”

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.

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 third 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 Mother’s Against Drunk Driving (MADD) Alameda County community service award.

St. Patrick’s Day Safety Tips

- Always have a designated driver if alcoholic beverages are being served.
- Provide nonalcoholic beverages in addition to alcoholic drinks.
- Think about the dangers and the serious consequences of driving drunk.
- 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.

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

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