



Cab Ride Home

For more information, contact:

William Berg
Phone: (510) 523-3200
Mobile: (510) 684-1156
E-mail: wberg@BergInjuryLawyers.com

Abbey Smith
Public Relations Manager
Phone: (615) 296-1078
E-mail: abbey@cjadvertising.com

FOR IMMEDIATE RELEASE

Don't Let Cinco de Mayo Be Your Final Fiesta

Berg Injury Lawyers will pick up the tab for safe cab rides home in Northern California

ALAMEDA, Calif., April 23, 2010—While Cinco de Mayo may not be an official American holiday, that doesn't stop many of us from borrowing a day of celebration from our neighbors south of the border. Like many celebrations, Cinco de Mayo often involves drinking alcohol, so in anticipation of the many local festivities, Berg Injury Lawyers will be offering free cab rides home to adults who have been drinking.

"The Bay Area can be a tricky place to drive, even under the best conditions," said attorney William Berg. "Nobody should be subjected to sharing the road with drunk motorists."

"Keeping drunk drivers off the road is a priority, and we're willing to do whatever we can to help keep our community safe."

William Berg
Founder and Principal
Berg Injury Lawyers

Get Your Free Ride Home

The Safe and Sober Free Cab Ride Home program will be available in Alameda, Berkeley, and Oakland as well as in San Francisco from 3 p.m. on Wednesday, May 5, through 3 a.m. on Thursday, May 6, 2010.

- For a free ride home within **Alameda, Berkeley, and Oakland** city limits, call Veterans Cab at (800) 281-4488. Veterans Cab can provide rides home from the East Bay to San Francisco, but not from San Francisco to the East Bay.
- For a free ride home within the city of **San Francisco**, call Luxor Cab at (415) 282-4141.

Rides are for adults who have been drinking and need a safe way home. Rides are provided from a bar or restaurant to an individual's residence—not to other drinking locations. Due to the high number of requests on Cinco de Mayo, rides can't be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests.

PLEASE NOTE: Patrons must call from a bar or restaurant to receive a free ride home.

– MORE –

2440 Santa Clara Avenue, Alameda, CA 94501
510.523.3200 • 510.523.8851 FAX • www.BergInjuryLawyers.com

Safe and Sober Free Ride Home

April 26, 2010

Page 2 of 2

Berg Injury Lawyers' Safe and Sober Free Ride Home

Launched in 2004, the 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 free cab rides home during New Year's Eve, St. Patrick's Day, Cinco de Mayo, and Halloween.

In 2004, the program was a recipient of a Mothers Against Drunk Driving (MADD) Alameda County community service award. The program has been successful in reducing the number of alcohol-related deaths and injuries by providing thousands of free cab rides.

About Berg Injury Lawyers

Berg Injury Lawyers has successfully litigated a wide range of claims throughout northern California since 1981. With more than 70 legal professionals, the Alameda-based law firm focuses on plaintiffs' personal injury law. The attorneys of Berg Injury Lawyers take great pride in their reputations as aggressive litigators and persuasive negotiators who are always committed to representing the rights of individuals. For more information, visit www.BergInjuryLawyers.com.



Entering its sixth year, the Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 4,150 safe rides home.

###

BERG INJURY LAWYERS

2440 Santa Clara Avenue, Alameda, CA 94501
510.523.3200 • 510.523.8851 FAX • www.BergInjuryLawyers.com