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FOR IMMEDIATE RELEASE

Local Law Firm Covers Cost for 3,500 Safe Rides Home in Six Years

*Berg Injury Lawyers continues commitment to drunk driving prevention;
Offers St. Patrick's Day "Safe and Sober Free Cab Ride Home" in Northern California*

ALAMEDA, Calif., March 10, 2010—For the past six years, local attorney William Berg has committed himself to helping keep drunk drivers off the road. By covering the cost for 3,565 cab rides to area residents who otherwise might attempt to drive home after drinking, he's not only helped prevent potential drunk driving accidents, he's also helped ensure the safety of *everyone* in the community.

Come March 17, the tradition continues. Berg Injury Lawyers will be picking up the tab for local St. Patrick's Day revelers in need of a safe way home through its ongoing Safe and Sober Free Ride Home program.

The Safe and Sober Free Cab Ride Home program will be available from 3 p.m. on Wednesday, March 17, through 3 a.m. on Thursday, March 18, 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.

"People are going to drink on St. Patrick's Day...that's part of the tradition. We just want to make sure everyone in our community gets home safely."

William Berg
Founder and Principal
Berg Injury Lawyers

Cab rides are made available for adults who have been drinking or who don't feel they have a safe way to get home. Rides are provided from a bar or restaurant to an individual's residence—not to other drinking locations. Please remember, due to the high number of ride requests on St. Patrick's Day, rides cannot be guaranteed for everyone who calls; however, every attempt will be made to accommodate everyone who requests a ride home.

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Safe and Sober Free Cab Ride Home

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About the Safe and Sober Free Ride Home Program

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.

The program has been successful in reducing the number of alcohol-related deaths and injuries by providing thousands of free cab rides. 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.



Berg Injury Lawyers has offered the Safe and Sober Free Cab Ride Home program for six years and has provided 3,565 safe rides home to date.

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