



**For more information, contact:**  
William Berg  
Phone: (510) 523-3200  
Mobile: (510) 684-1156  
Email: [wberg@berginjurylawyers.com](mailto:wberg@berginjurylawyers.com)

**DRAFT NOT FOR RELEASE**

## **Ride in Peace This Halloween – Get a Free Ride Home!**

*Berg Injury Lawyers Offers Safe and Sober Free Cab Ride Home Program*

**SAN FRANCISCO, Oct. 31, 2014**— This Halloween, Berg Injury Lawyers will continue its tradition of offering free rides home through the law firm’s Safe and Sober Free Cab Ride Home program.

Since the program’s inception in 2004, the law firm has provided free rides home for adults who have had too much to drink or who need a safe way home on Halloween.

This year’s program offers free rides home from any bar or restaurant in Sacramento or San Francisco.

Free rides home are available from 10 p.m. Friday, October 31 to 4 a.m. Saturday, November 1.

Contact these companies and tell them the ride is on Berg

Injury Lawyers!

- **Sacramento**  
Yellow Cab Company of Sacramento: (916) 444-2222
- **San Francisco**  
Luxor Cab: (415) 282-4141

Patrons should ask participating cab companies to send their taxi receipts to Berg Injury Lawyers. A limit of \$35 will be paid on each ride home.

### **Rules for Celebrating Safely**

Rides will be provided from bars or restaurants to residences—not to other drinking locations. Due to the high number of requests on Halloween, rides can’t be guaranteed for everyone who calls; however, every attempt will be made to accommodate all requests. Patrons are encouraged to tip their cab drivers.

### **Berg Injury Lawyers Safe and Sober Free Cab Ride Home Program**

The Safe and Sober Free Cab Ride Home program is part of an ongoing commitment to raise community awareness about the dangers of drunk driving. The program encourages individuals to make responsible choices by providing free cab rides home on New Year’s Eve, St. Patrick’s Day, Cinco de Mayo, and Halloween.

“Each year, we provide more and more safe rides home. We’re proud to continue this program and are glad to see that others are making responsible decisions.”

**William Berg**  
*Founder and Attorney*  
Berg Injury Lawyers

– MORE –

The program has been successful in helping to reduce the number of alcohol-related deaths and injuries in northern California by providing thousands of free cab rides home. In 2006, Berg Injury Lawyers received a Mothers Against Drunk Driving (MADD) Alameda County community service award for the program.

**About Berg Injury Lawyers**

Alameda-based Berg Injury Lawyers has successfully litigated a wide range of legal claims throughout northern California since 1981. Focusing on plaintiffs' personal injury law, the experienced attorneys at Berg Injury Lawyers are committed to representing the rights of injured victims and take pride in their reputation as aggressive litigators and persuasive negotiators. For more information, visit [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com).

###

**BERG INJURY LAWYERS**