



## Cab Ride Home

**For more information, contact:**

William Berg  
Phone: (510) 523-3200  
Mobile: (510) 684-1156  
Email: [wberg@BergInjuryLawyers.com](mailto:wberg@BergInjuryLawyers.com)

Jess Rice  
Public Relations Manager  
Phone: 615-369-7088  
Email: [jrice@cjadvertising.com](mailto:jrice@cjadvertising.com)

**FOR IMMEDIATE RELEASE**

### Enjoy Your Bubbles and Stay Out of Trouble—Get a Free Cab Ride Home!

*Berg Injury Lawyers to host New Year's Eve Safe and Sober program  
in San Francisco and Sacramento*

**SAN FRANCISCO, Calif., Dec. 6, 2012**—Berg Injury Lawyers will help Californians ring in the new year by hosting its ninth consecutive Safe and Sober Free Cab Ride Home program. The law firm will be covering the cost of cab rides in San Francisco and Sacramento this New Year's Eve.

#### Ring in the New Year without Regrets

The program will be offered from 10 p.m. on Monday, Dec. 31, through 3 a.m. on Tuesday, Jan. 1, 2013. Due to the program's popularity, a cap of \$35 will be placed on each ride home. For a ride home, call one of the following cab companies and tell them the ride is on Berg Injury Lawyers:

- **Sacramento**  
Call Yellow Cab Company of Sacramento at **(916) 444-2222**. Patrons must be picked up at a restaurant, hotel, or bar within Downtown Sacramento to qualify for a free ride.
- **San Francisco**  
Call Luxor Cab at **(415) 282-4141**.

"New Year's Eve is a wonderful reason to celebrate, and we're happy to help our community do so safely by providing free cab rides home."

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

– MORE –

2440 Santa Clara Avenue, Alameda, CA 94501  
(510) 523.3200 • (510) 523.8851 FAX • [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com)

## Safe and Sober Free Ride Home

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Rides are for adults who have been drinking or who need a safe way home. Rides will be provided from a bar or restaurant to an individual's residence—not to other drinking locations. Due to the high number of requests on New Year's Eve, rides can't 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. Patrons are reminded to tip their drivers.

### Berg Injury Lawyers' Safe and Sober Cab Ride Home

Launched in 2004, the Safe and Sober Cab Ride Home program is an ongoing commitment to raise community awareness regarding the dangers of drunk driving. The program encourages 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.

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

### About Berg Injury Lawyers

Berg Injury Lawyers has successfully litigated a wide range of claims throughout northern California since 1981. With more than 80 legal professionals, the Alameda-based law firm focuses on plaintiffs' personal injury law. Berg Injury Lawyers is committed to representing the rights of individuals and take pride in their reputation as aggressive litigators and persuasive negotiators. For more information, visit [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com).



**The Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 7,897 safe rides home.**

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