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**FOR IMMEDIATE RELEASE**

## **Local Law Firm Offers Free Rides Home on Cinco de Mayo**

*Berg Injury Lawyers to cover the cost for safe rides home in Northern California*

**ALAMEDA, Calif., April 26, 2011**—Originating in California in 1863, Cinco de Mayo continues to be an important observance and celebration of Latino heritage and culture. It's also become a day when many revelers overindulge in festivities and find themselves in need of a safe way home. To help ensure everyone has a safe and enjoyable Cinco de Mayo, Berg Injury Lawyers will be providing its Safe and Sober Cab Ride Home program in Northern California.

### **Salt. Tequila. Lime. Cab.**

The program will be offered from 3 p.m. on Thursday, May 5, through 3 a.m. on Friday, May 6. 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:

- **Alameda, Oakland & Berkeley**  
Call Veterans Cab at (800) 281-4488. Any fare exceeding \$35 must be paid in cash.
- **San Francisco**  
Call Luxor Cab at (415) 282-4141.
- **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.

“Having options is important, and this program is all about giving people an option to get home safely while keeping everyone else in the community out of harm's way.”

**William Berg**  
*Founder and Principal*  
Berg Injury Lawyers

– MORE –

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## 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 Cinco de Mayo, 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 accordingly.

### 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. The attorneys of Berg Injury Lawyers are 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 5,885 safe rides home.

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