



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

Drunk Drivers Make Halloween Deadly

Berg Injury Lawyers Offers Safe and Sober Free Cab Ride Home Program in Sacramento and San Francisco

ALAMEDA, Calif. October 1, 2015— According to the National Highway Traffic Safety Administration (NHTSA), Halloween has become a “particularly deadly night” for motorists and pedestrians. A national Safety Advisory warns that 23 percent of pedestrian fatalities on Halloween night involved drunk drivers. In one year alone, 38 percent of fatalities on Halloween occurred in crashes where the driver’s blood alcohol level was .08 or higher.

Because of the high number of drunk drivers on the roads and the increased presence of children out trick-or-treating, the NHTSA advises impaired motorists to use sober ride programs and other transportation alternatives. As a result, Berg Injury Lawyers will continue its tradition of offering free cab rides home on Halloween and other high-risk holidays.

Through the law firm’s [Safe and Sober Free Cab Ride Home Program](#), revelers can get a free ride home (up to \$35) from any bar or restaurant in Sacramento or San Francisco. Adults may simply 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

These special cab rides are available from **10 p.m. Saturday, October 31 through 4 a.m. Sunday, November 1** and will only be provided to residences—not to other drinking locations.

Patrons should ask their driver to send their taxi receipt to Berg Injury Lawyers. A **limit of \$35** will be paid on each ride home. Patrons are encouraged to tip their cab drivers.

Due to the high number of calls on Halloween, cab rides can’t be guaranteed for everyone who calls. But every attempt will be made to accommodate anyone who contacts Yellow Cab or Luxor Cab on Halloween.

The Safe and Sober Program

The Berg Injury Lawyers Safe and Sober program is part of an ongoing commitment to improve safety in the community and raise awareness about the dangers of drunk driving. Since the program’s inception in 2004, the law firm has provided free rides home for thousands of adults

– MORE –

2440 Santa Clara Avenue, Alameda, CA 94501
(510) 523-3200 • (510) 523-8851 FAX • www.berginjurylawyers.com

Safe and Sober Free Ride Home

Page 2 of 2

who have had too much to drink on New Year's Eve, St. Patrick's Day, Cinco de Mayo, and Halloween.

The program's goal is to reduce the number of alcohol-related deaths and injuries in Northern California by providing free cab rides on holidays associated with high rates of alcohol consumption. In 2006, Berg Injury Lawyers received a Mothers Against Drunk Driving (MADD) Alameda County Community Service Award for the program. For more information about the history of the program, visit www.berginjurylawyers.com.

About the Program Sponsor: Berg Injury Lawyers

With offices in Alameda, Fresno, Modesto, and Sacramento, Berg Injury Lawyers has successfully litigated a wide range of legal claims throughout Northern California since 1981. Focusing on personal injury law, the experienced attorneys at Berg Injury Lawyers take pride in their community and in their reputation for aggressive litigation and persuasive negotiation.

For more information about the law firm, visit www.berginjurylawyers.com or contact Founding Attorney William Berg at wberg@berginjurylawyers.com.

###

BERG INJURY LAWYERS

2440 Santa Clara Avenue, Alameda, CA 94501
(510) 523-3200 • (510) 523-8851 FAX • www.berginjurylawyers.com