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**FOR IMMEDIATE RELEASE**

**Green in the Face? Get a Safe Ride Home on St. Paddy's Day**

*Berg Injury Lawyers responsible for more than 5,300 safe rides home in seven years*

**ALAMEDA, Calif., March 2, 2011**— Everyone's Irish on St. Patrick's Day, so expect to find plenty of holiday revelers in Northern California come March 17. To help make sure everyone gets home safely, Berg Injury Lawyers will be providing its Safe and Sober Cab Ride Home program.

The Safe and Sober Cab Ride Home program is available to adults in San Francisco, the East Bay, and Sacramento this St. Patrick's Day. Due to the program's overwhelming popularity, a cap of \$35 will be placed on each ride home.

**Get Your Free Ride Home**

The Safe and Sober Cab Ride Home program will be offered from 3 p.m. on Thursday, March 17, through 3 a.m. on Friday, March 18. For a ride home, simply 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. Rides home can be given from the East Bay to San Francisco, but not from San Francisco to the East Bay.
- **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.

"I'm not at all opposed to people going out and having a good time—just have a plan to get home before taking the first drink."

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

— MORE —

## **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 St. Patrick's Day, 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.

### **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.



**The Berg Injury Lawyers' Safe and Sober Free Cab Ride Home program has provided 5,339 safe rides home.**

### **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).

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