

# HIGHWAY SAFETY

## A Safe Ride Home Is Just A Free Call Away

(NAPSA)—Keeping America's roads safe from drivers under the influence of alcohol is a concern shared by law enforcement and the beer industry alike.

As part of an ongoing national safety initiative, Heineken USA continues to promote responsible consumption with a program called SAFE CALL™.



**One of the first taxis outfitted with SAFE CALL™ signs and information reminding people to call 1-800-TAXICAB for a safe ride to their destination if they've had too much to drink.**

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Launched in 1999, the effort is designed to help restaurant and bar servers give patrons who have had too much to drink a toll-free taxi number to prevent them from driving while intoxicated—possibly injuring themselves and others.

The brewing company is a partner with 1-800-TAXICAB, North America's largest telephone-based taxi referral service. Bar patrons can call this toll-free phone number, from anywhere around the country, 24 hours a day to call for a taxi to safely take them home.

The program is active in 40 states and over 135 cities around the nation. To learn more, visit [www.heineken.com](http://www.heineken.com).