

# SAFETY SENSE

## 'SafeCall' Gets Holiday Drivers Home Safe

(NAPSA)—A national safety program continues to help keep America's roads safe. The program is especially important during major summer holidays such as the Fourth of July and Labor Day.



**A national safety program has established 1-800-TAXICAB as a toll free number people can call if they are out, have had too much to drink and need a ride home.**

The Heineken SAFE CALL™ program provides bar & restaurant patrons with a national toll free number (1-800-TAXICAB) that people can call to get a taxi, if they're out and have had too much to drink.

The program is sponsored by Heineken USA, cooperating with more than 11,000 bars and restaurants around the country.

If a patron seems to have had a little too much to drink, a bartender or server gives him or her a card with the SAFE CALL number. When the call is made, a dispatcher patches the call through to a reliable taxi company which sends a cab for the passenger.