

**FOR IMMEDIATE RELEASE**

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**Friends  
Don't Let  
Friends  
Drive Drunk.**

## **BPI-Safe Rides Offers Free Impaired Driver Pick-Up Over the Labor Day Weekend**

**September 2, 2010, Gainesville, GA** – BPI-Safe Rides announced today its continued effort to curtail impaired driving with its free pick-up service over the upcoming Labor Day weekend. It will be available on Friday and Saturday, September 3 and 4, from 12 PM through 11 PM, when the organization's volunteer team will transport impaired drivers and their insured vehicles from any location within Hall County to the drivers' Hall County residences at no charge.

"This is our second year of providing impaired driving assistance to do our part in keeping the citizens of Hall County safe over the holiday," said Vivienne Speer, Executive Director of Bill's Place, Inc., the local nonprofit organization that runs the BPI-Safe Rides service. "For those who don't designate a sober driver, call for a taxi or have another way to get themselves and their vehicles home safely, BPI-Safe Rides is a resource for them to do that."

One person who has used the BPI-Safe Rides service for patrons is Jessica, a bartender at AJ's Food Fun & Friends, located in Gainesville. "We're all really glad that the service is available and we really appreciate it. When we know the service is running during a big holiday weekend, we always refer it to our customers. It gives us peace of mind knowing that there's someone sober behind the wheel, getting them home safe. And our customers appreciate it, too!"

Anyone who would like to arrange a pick-up should call (770) 533-1103 and let the dispatcher know the location and destination of the impaired driver. The BPI-Safe Rides team will be there to pick them up within 30 minutes. The service is free, and contributions are welcome and appreciated.

"Drunk driving is simply not worth the risk," continued Ms. Speer. "Not only do you risk killing yourself or someone else, the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's licenses, higher insurance rates, attorney fees, time away from work, and dozens of other expenses. People simply should not take the chance. If law enforcement catches them driving impaired, they will be placed under arrest. We're here to prevent all that from happening by giving impaired drivers a way to partake of the fun and then get home safely."

### **About BPI-Safe Rides**

BPI-Safe Rides is a free impaired-driver pick-up service that operates in Hall County, Georgia. Its purpose is to keep impaired drivers off the road for the safety of everyone by transporting them and their insured vehicles from locations within Hall County to their Hall County residences. For more information, call (770) 533-1103 or visit [www.bpi-saferides.org](http://www.bpi-saferides.org).