

# Las Vegas SUN

- [Las Vegas SUN](#)
- December 01, 2003
- **Holiday drinkers are urged to Make the Call for a ride**
- **By Heather Rawlyk <[heather.rawlyk@lasvegassun.com](mailto:heather.rawlyk@lasvegassun.com)>**  
LAS VEGAS SUN
- For a ride, call Designated Drivers Inc. 24/7 at 456-RIDE (7433) The Nevada Tavern Owners Association joined with Designated Drivers Inc. and Budweiser to develop a responsible drinking campaign for the holiday season called "Make the Call."
- The program is aimed at preventing drunken driving.
- In case someone isn't able to safely drive home, the program will dispatch two drivers per call, one to drive the patron home and the other to drive the patron's vehicle home.
- The Make the Call program's 90-day trial period was introduced at a news conference last week.
- More than 50 percent of all traffic fatalities occurring on Christmas and New Year's Day are alcohol related, officials said.
- The Tavern Owners Association is encouraging bartenders of their member establishments to inform patrons of the discounted fairs Designated Drivers Inc. is offering during the holiday season. Other methods of advertising are also being used.
- The program is being advertised in bars with fliers, stickers and ads on tables.
- Officials said Designated Drivers Inc. is always available to drive a patron at any time of the year from any bar. The price from those establishments, however, is not discounted.
- Designated Drivers Inc. is a local firm licensed and insured to provide rides any time. The company provides a safe solution for anyone the bartenders feel have exceeded a blood alcohol level of 0.08, the state's new limit to prove drunken driving.
- The price of the ride during the holidays will depend on the tavern. Some taverns will pick up a portion, others will pick up the full cost.