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Discount Cab Prepares for Increased Call Volume this St. Patrick’s Day
Free Ride BackSM service provides complimentary ride back to vehicle next morning

PHOENIX (March 14, 2013)—With the busiest cab dispatch center in the United States, [Discount Cab](#) is expecting an uptick in calls over the St. Patrick’s Day weekend as buzzed revelers opt to ride home safely rather than drive intoxicated. Historically, the company fields about 10 to 20 percent more cab requests—by phone, website, text, and iPhone app—on St. Patrick’s Day and other similar holidays than a typical day.

For the 14th year, Discount Cab is offering its popular Free Ride BackSM service to Phoenix and Tucson area residents, which provides passengers a free ride back to their car the morning after using Discount Cab to get home safely. Passengers must mention the service when calling for a cab (602-200-2000 in Phoenix and 520-200-2000 in Tucson), and must be traveling to/from a bar or restaurant. Users can only take advantage of the Free Ride Back service twice each month and need to make the request by phone only (not applicable with text or iPhone app).

“When St. Patrick’s Day partygoers have taken their last sip of green beer or Guinness and are ready to go home, we’ll get them there safely and foot the bill ourselves for the return trip to their car,” said Craig Hughes, CEO of [Total Transit](#), parent company of Discount Cab. “Passenger safety is our number one priority, and we’re thrilled to be able to provide a valuable service that ensures the safety of anyone on the roads this holiday.”

About Discount Cab

Founded in 1984, Discount Cab is one of the largest cab companies in the Southwest, with a fleet of over 800 cabs. Discount Cab operates in Phoenix, and Tucson, Ariz., and adheres to the core principles of transparency, honesty, integrity, environmental consideration and innovation, which ensure they are the company people call whenever they need a ride. Discount Cab operates with respect for its employees, its contractors, the environment, the community and, most importantly, its passengers. Discount Cab provides mobility/wheelchair-accommodating and eco-friendly transportation (over 85% of its fleet is made up of the highly fuel-efficient Prius). Discount Cab received the 2009 “Taxicab Large Fleet Operator of the Year” award from the Taxicab, Limousine & Paratransit Association (TLPA).

For more information on Discount Cab, please visit www.DiscountCab.com. Find @Discount_Cab on Twitter and on Facebook at www.facebook.com/DiscountCab.

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