

## **Vin Room Partners with Designated Driver Program for a Safe 2015**

**Calgary, AB - (Jan. 5, 2015)** – **Vin Room** is starting the New Year off with safety top of mind by offering exclusive access to a designated driver program for customers at its two locations.

In a Calgary first, **Vin Room** has partnered with designated drivers **We DD** to offer customers of the wine bar a flat rate to drive them – and their vehicles – home from either **Vin Room West** or **Vin Room Mission**.

When taxis or other means of transport are not available, **Vin Room** proprietor Phoebe Fung said she and her staff have had to drive customers home.

“This is an age-old problem for restaurateurs,” Fung said. “Now we’re taking the lead with an innovative solution.”

In a six-month pilot project, **Vin Room** patrons will be charged a flat rate of \$20 per trip, including GST, for any **We DD** trip five kilometres or less. Additional kilometres will be charged at a rate of \$2 per kilometre. The **We DD** ride service will be available anytime during **Vin Room’s** opening hours, any day of the week, and can be booked on the spot by making a simple request to a **Vin Room** server during your visit.

“I wanted to do my part to let people enjoy responsibly – so they don’t have to wonder about whether to have that second glass of wine,” Fung said.

**Vin Room** is Calgary’s premier wine and tapas bar, offering more than 100 wines by the taste. Details about the program can be found on the **Vin Room** website: <http://www.vinroom.com>.

For more information, contact Phoebe Fung at 403 826 8111 or [phoebe@vinroom.com](mailto:phoebe@vinroom.com)