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FOR IMMEDIATE RELEASE

PUBLIC INPUT WANTED ON NEW TRANSPORTATION PLAN
Plan Billed as “DUI Insurance”

A Royal Oak entrepreneur has a plan to bring better public transportation to Metro Detroit, beginning with Oakland County's Woodward Corridor, and is seeking to gauge public sentiment on the idea.

A virtual petition is available online for people to express support for the idea, at www.MillionDollarTaxi.com.

In absence of a light-rail or other mass-transit system, citizens will still have access to safe, reliable, affordable transportation under the new plan. The proposed service would bring 50-100 taxicabs in top condition; taxi stands at downtown hot spots, hotels and malls; lower fares; designated driver services; trained, professional staff with good working conditions; credit card machines in each cab; and much more.

The proprietor of the concept is Valerie Weise, a seasoned local taxicab professional. She has been known to patrons for a decade as “the little woman who wants to change the taxi industry.”

MillionDollarTaxi.com plans to raise the funds for the proposed new taxicab service by applying a proven community organizing effort: a web mural. The Woodward Avenue Web Mural is an image-based map of Oakland County's Woodward Avenue. It is also a place where local business owners can show their support for the taxi plan in a more substantial way while generating publicity and traffic for their own businesses. The first web mural was Alex Tew's 2005 “Million Dollar Home Page.”

If the public is truly interested in better public transportation, MillionDollarTaxi.com is an opportunity to express that interest en masse through the virtual petition and the Woodward Avenue Web Mural.

The new taxi concept is billed as “DUI Insurance” because one will never get a DUI while in a taxicab. That may sound comical, but it is very true. A small taxicab fare can insure that someone will not receive a \$10,000 DUI. Currently no large-scale professional taxi service exists to provide affordable, convenient service.

Throughout Oakland County over 6,000 people per year receive an alcohol related traffic ticket, according to Michigan State Police Drunk Driving Audits 1999-2007. Driving under-the-influence can cost as much as \$10,000 for a first offense when all costs are calculated (MSN/Money). This may not include the Michigan Driver Responsibility Tax which requires a motorist to pay \$1,000 per year for two years upon conviction.

MillionDollarTaxi.com and NYCabs, LLC are Royal Oak based entities that wish to utilize grass-roots support to bring better public transportation to Metro Detroit.

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For more information on MillionDollarTaxi.com or NYCabs, LLC, visit the MDT website or call Valerie Weise at 248-796-2329.