

# ***1-800-310-TAXI The Number To Call A Cab In Winnipeg!***

Winnipeg, Manitoba -- Nov 24, 2006 --

For Immediate Release

## **You'll Never Have to Look Up The Number To Call A Taxi In Winnipeg, Manitoba Again!**

310-TAXI Canada Inc. just took the hassle out of finding the number to call a taxi in Winnipeg and over 900 other communities in Canada as it launched the first phase of its Nation Wide 310-TAXI service November 22, as the easiest and most convenient way to call a taxi anywhere in Canada. Beginning today customers can reach a taxi in over 900 communities in Canada, by remembering just one simple number, 310-TAXI. The only difference in the national service comes in Manitoba, where the service is only accessible in the Winnipeg area by dialing 1-800-310-TAXI. The 1-800 needs to be added because Manitoba has yet to adopt the national "310 dialing service". There's no charge for the call, no area code to dial and only regular cab fare applies. Similar to "911", 310-TAXI's unique name and number means you will always remember the number when you need it most. To call a taxi, simply dial 1-800-310-TAXI (8294) and you will be directly connected to a quality taxi service in Winnipeg.

310-TAXI was created with one goal in mind, to provide taxicab users all across Canada with a national, simple-to-use, easy-to-remember number to call a taxi regardless of location. Most people do not remember the number for a taxi in their own city, let alone the number for a taxi in another city. To achieve our goal, 310-TAXI acquired the most convenient name/number combination available, which utilizes the innovative and advanced "7-digit dialing" technology and then developed a large network of servicing taxicab companies all across Canada. There's no area code to dial, there's no charge for the call and only regular cab fare applies.

By promoting top-of-mind awareness and ease-of-use, 310-TAXI will undoubtedly play a key role in the National Responsible Use Agenda by increasing the awareness of utilizing a taxi as an alternative to drinking and driving and ultimately help reduce the amount of resulting traffic collisions, injuries and fatalities.

Providing the easiest and most convenient way to call a taxi to people all across Canada will remove even the slightest hesitation and/or excuse for not calling a taxi. No more "I didn't know the number" or "I couldn't be bothered to look it up." So whether you are on business, vacationing, enjoying the nightlife, or going shopping in any city in Canada, simply dial 310-TAXI (310-8294). It can't get any easier! You'll never need to look up or ask for the number to call a taxi again!

"310-TAXI - Use It Once...Remember It Always"