



Company offers rides to those who drink too much

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With St. Patrick's Day looming a day away, or even if you just plan a night out that includes drinking, finding an alternative way home could save you thousands of dollars associated with a drunk driving ticket, not to mention your professional license and job.

"Society, from the standpoint of the legal system, is approaching zero tolerance and is not willing anymore to turn the other way," said Tom Proctor, 49, of Bloomfield Hills, who last year at this time founded the The Designate, which employs a tag team of drivers to take both you and your car home after a night of too much liquor. "The need for our service has increased, and the acceptance of using the service is increasing."

The Designate recently started offering the service in western Wayne County, including in Canton.

Larry Cook of Canton Township, who is a territory area manager for The Designate, explains the service.

"We drive the customers in their own personal vehicles and park it in the driveway so they don't have the hassle of getting a taxi ride home and then trying to find a ride back to the bar or restaurant the next day to get their car," said Cook, 49.

The Designate operates from 5 p.m. to 3 a.m., with Cook noting most of their business occurring from 9 p.m. to 3 a.m. All team members must have a chauffeur's license, participate in drug screenings and take Breathalyzer tests before and after their shift. The cost of most runs is between \$40-\$60, according to Cook.

"Basically, the fee structure is about how much it would cost you to take a taxi cab home and a taxi ride back to your car the next day," Cook said. "We seem to see a marked increase in the number of runs in the Plymouth-Canton area."

The Designate can be reached at (888) 929-8282