

HOLIDAY DESIGNATED DRIVERS



The Commonwealth of Massachusetts

NORFOLK DISTRICT ATTORNEY'S OFFICE

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Press Release

Area restaurants are joining police and Norfolk District Attorney Michael W. Morrissey in a new push for designated drivers this holiday season, offering free soda – and a dash of recognition – to patrons willing to ferry their friends home safely.

"Just the restaurants that joined us on day one will serve, combined, tens of thousands of parties during this holiday season, asking them all the question of who wants to be the designated driver," District Attorney Morrissey said after the project's kickoff at Patriot Place on Monday. "Their partnership is invaluable. Our office and local police chiefs are continuing to reach out and solicit more participants. Ask your favorite spot if they have joined, or ask them to consider it.

"Drunken driving deaths and injuries are among the most preventable harms we see. Drink responsibly, arrange a designated driver or call a taxi and there will be no harm," Morrissey said. "What these restaurants are doing is laudable, and I would encourage citizens to support them with your patronage – and to utilize a designated driver on the way home."

District Attorney Morrissey is using funds from a Drunk Driving Trust Fund Education and Prevention Grant to establish the new designated driver program in Norfolk County. He and local police are partnering with restaurants so that patrons who agree to be the safe driver will get their free soda in a cup that identifies them as the designated driver for the night.

"We have already seen 34 deaths and another 30 serious bodily injury cases on the roads of Norfolk County this year," Morrissey said. "I don't want to see even one more."

Morrissey also used the gathering to encourage participation in his "Observe, Don't Overserve" training and outreach program for alcohol servers. "We are trying to intervene in this problem at multiple stages – training before hand, support at the time of service and encouraging personal responsibility in patrons," he said. The DA is also using grant funds to provide TIPS safe service training to more than 300 servers this fall.

Joining Morrissey in addressing the restaurateurs attending the launch were Ted Mahoney, Chief Inspector for the Alcoholic Beverage Control Commission, master TIPS trainer Mike Marcantonio and Patriot Place Senior VP Jim Nolan and General Manager Brian Earley – who addressed systemic safe service from a senior leadership perspective.

"Bar and restaurant owners working together with law enforcement is a very potent combination," District Attorney Morrissey said. "We will never know the lives that are saved, but we hope they are many."

Establishments joining on the first day were:

- > **Dedham:** Moseley's on the Charles, Waterford's, Dedham Hilton, Midway Restaurant, Auld Sod, Moose Lodge 189, and the Cinema DeLux at Legacy Place.
- > **Foxboro:** Olive Garden, Bar Louie, Tavolino, the Renaissance Hotel, Splitsville, Howl at the Moon, Skipjacks, Davio's, CBS Scene Showcase Cinema DeLux and Showcase Live.
- > **Norwood:** Byblos & Conrad's.
- > **Walpole:** Conrad's

A graphic with a dark blue background and white text. At the top, it says "MICHAEL W. MORRISSEY NORFOLK DISTRICT ATTORNEY". Below that, it says "ASKS YOU TO BE A DESIGNATED DRIVER". To the right of this text is a small version of the Massachusetts state seal. At the bottom, it says "WWW.NORFOLKDA.COM" and "Tell the staff you're a designated driver and receive a free soft drink!".

MICHAEL W. MORRISSEY
NORFOLK DISTRICT ATTORNEY

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