



The Commonwealth of Massachusetts

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Press Release

DA Morrissey offers alcohol service training for Norfolk County owners and managers Nov. 2 Event will also launch HERO designated driver campaign

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Norfolk District Attorney Michael W. Morrissey has put out a call to every licensed liquor establishment in his county asking their owners and managers to attend the Alcohol Service Training he is sponsoring Nov. 2. The DA will also be joined by Bill and Muriel Elliott to talk the Ensign John R. Elliott HERO Campaign for designated drivers that is named for their son – a kind of one-two punch at the problem of drunk driving as the holidays approach.

“There were more than 60 impaired driving related deaths on Norfolk County roads last year. One is too many, and we saw more than one a week,” District Attorney Morrissey said. “If our training can supplement what bars and restaurants can provide to their front line servers, and keep a few patrons from having the one or two that makes them a dangerous driver, this will have served an important purpose.”

The 90-minute training is a seminar for owners and managers. It will be held at Showcase Live at Patriot’s Place, Foxborough, from 8:30 to 10 a.m.

Morrissey is also using the event to promote the HERO designated driver campaign that has had great success at Gillette stadium and in partnership with the Kraft organization and the Patriots. Ensign John Elliott, a graduate of the Naval Academy, was struck and killed by a drunken driver on his way home for his mother’s birthday in 2000. The driver had been arrested on DUI charges and released only to get back in the car drunk, killing himself and John.

The name of the campaign derives from an honor John received at Annapolis, having been elected by his peers as a Human Education Resource Officer (HERO) to mentor other cadets – then being named the outstanding HERO in his graduating class.

The HERO Campaign, which has a partnership with the Kraft Group and the District Attorney, is dedicated to saving lives on the roads by soliciting patrons to “Be a HERO, be a designated driver,” and working with restaurants and organizations to build that into the culture of their establishments.

Owners and managers willing to participate need to RSVP to the DA’s Office at 781-830-4800.

For more information on the HERO campaign, visit www.herocampaign.org .