



The Commonwealth of Massachusetts

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FOR THE NORFOLK DISTRICT

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Press Release

DA Morrissey, police chiefs launch Ensign John R. Elliott be a HERO Campaign against drunk driving in Norfolk County



Businesses that participated in November 2, 2012

Alcohol Service Training & HERO Campaign Launch:

Halfway Café, Dedham
Auld Sod Pub, Dedham
Big Jim's Liquor, Avon
Saphire Event Group, Sharon
Jake & Joe's, Norwood
Oishii, Chestnut Hill
Concannon's Village, Norwood
Quincy Jade, Quincy
CBS Scene, Foxborough
Patriots Place Management, Foxborough
Irish Cultural Centre, Canton
Lakeview Pavillion, Foxborough
Showcase Cinemas, Randolph
Showcase Cinemas, Legacy Place
Lewis' Bar & Grille, Norwood
Workmen's Hall of Norwood, Norwood
PHO Countryside, Quincy
Kings, Dedham
Olde Colonial Café, Norwood
Tedeschi's # 339, Squantum, North Quincy
Red Robin, Foxborough
Brookmeadow Country Club, Canton
The Lodge Bar, Randolph
Plainridge Racecourse, Plainville
VFW Post 2017, Dedham
Toby Keith's, Foxborough
Blue Fin Lounge, Foxborough
Midway Restaurant, Dedham
BayState Wine & Spirits, Norwood
O'Donnell's, Randolph

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Norfolk District Attorney Michael W. Morrissey was joined by more than half of his county's police chiefs at Patriot Place this morning (Nov. 2, 2012) to launch the BE A NORFOLK COUNTY HERO designated driver campaign with Bill and Muriel Elliott, who lost their son to a drunk driver.

The Elliotts founded the Ensign John R. Elliott HERO Campaign for Designated Drivers in 2003 after their son was killed by a drunk driver as he headed home to celebrate his mother's birthday in 2000. John had just graduated from the United States Naval Academy and was set to train as a naval flight officer.

The District Attorney financed an alcohol server training session this morning that drew more than 60 owners and managers from establishments across Norfolk County at the Showcase Live at Patriot Place. At the close of the training the Elliotts talked to the crowd about their son, his death, and the campaign that carries his name.

"Instead of cursing the darkness, we wanted to make a difference," Bill Elliott said. "We want to make use of a designated driver as automatic as using a seatbelt."

"The message we are sending to the public," Muriel Elliott said, "is that you are a hero when you save someone's life."

The drunk driver who killed their son had been arrested earlier in the day and bailed out by a friend, the Elliotts said. Rather than drive him all the way home from the police station, that friend dropped him off where his vehicle had been left so that he could drive again. Less than an hour later, John was dead.

The Elliotts live in the Atlantic City, New Jersey area, and more than 150 Jersey Shore bars currently participate in the program, which has bar managers or servers asking groups of patrons "Who is going to be the HERO tonight," then offering a BE A HERO wristband and a free soft drink to whoever volunteers to be the designated sober driver for the group. "The only cost to the establishment is to display a poster or a sticker for the campaign and maybe to serve a free soft drink," Mr. Elliott said. NFL stadiums, including Patriot Stadium, have also joined the program

District Attorney Morrissey said that there were more than 60 drunk driving fatalities and serious bodily injuries in Norfolk County last year. "One is too many, and we had more than one a week," Morrissey said. "We are trying to lower those numbers, both working with those who serve alcohol and joining the Elliotts in their work targeting those who consume it."

"Every establishment at Patriot Place that serves liquor has joined the HERO Campaign," said District Attorney Morrissey. "This season, the Patriots set the high water mark for the number of designated drivers at their home games. There are a good number of HEROS already in Norfolk County, and we hope that this initiative will build their numbers as it decreases the number of drunk drivers."