



# The Commonwealth of Massachusetts

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## Press Release

### DA Morrissey, Chiefs Keenan & Wells push Drunk Driving prevention for a safe July 4

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Norfolk District Attorney Michael Morrissey, Quincy Police Chief Paul Keenan, Milton Police Chief Richard G. Wells and other local law enforcement are making a very public push to prevent drunk driving crashes over the July 4th holiday.

"There is no shortage of enforcement on the roads, Chief Keenan and Chief Wells are seeing to that," District Attorney Morrissey said. "State and local departments dedicate resources to stop those who should not be behind the wheel. We are here today reminding members of the public that they have an equally important role."

Morrissey, Keenan, Wells and other local law enforcement met with reporters at the Adams Inn on Hancock Street Tuesday morning, touting both the DA's "Observe, don't Over Serve," partnership with area bars and restaurants and the "Ensign John R. Elliott HERO Campaign for designated drivers," which the DA has brought to Norfolk County.

"The first message is for those who are physically delivering drinks to patrons. In Norfolk County we partner with our bars and restaurants in supporting the servers who have to make the call about whether a customer can safely have another drink," Morrissey said, adding that in recent weeks his office has delivered 7,000 pieces of material to 700 establishments.

"Shutting a patron off can be an uncomfortable thing to do, but every server needs to know that their manager, their owner, their Police Chief and their DA are behind them," Morrissey said. "If the customer gets excited, let them know that establishment has partnered with the police and the DA and that they are serving responsibly."

Steve Sechey, Pub Manager at the Adams Inn that hosted the event, said the Inn is dedicated to the safety of its clients. "We want every patron to get home safe, every time."

The District Attorney has also formed a partnership with the HERO Campaign, named for a young Annapolis graduate killed by a drunk driver whose friend had let him drive. "If you see a HERO Campaign sticker or placard in a local restaurant, they will serve you your soda for free if you are the designated driver in your group," Morrissey said. "If you want to do something to make your fellow citizens safer on this 4th of July? Be a HERO, be a designated driver. Be the one who steps up."

**Morrissey said that just since April 1, there have been 42 car crashes with a victim in Norfolk County that involved intoxication** – many of those crashes were, "inches and seconds," away from causing serious injury or death. "We don't want to stop you from enjoying your day. We want to keep you from forever regretting your night."