



FOR IMMEDIATE RELEASE

April 27, 2017

PATRIOT PLACE PARTNERS WITH DA MORRISSEY'S OFFICE TO OFFER DISCOUNTED UBER RIDES TO PATRONS DURING THE MONTH OF MAY

The rideshare program, "Cinco De All-Mayo at Patriot Place," offers a \$5 discount to any Uber rider whose origin or destination is Patriot Place from May 1-31.

FOXBOROUGH, Mass. – In partnership with Norfolk District Attorney Michael W. Morrissey, Patriot Place today announced it will be offering a new safe driving solution program during the month of May through the popular rideshare service, Uber.

The program, "Cinco De All-Mayo at Patriot Place," offers a \$5 discount to any Uber rider whose origin or destination is Patriot Place (Two Patriot Place, Foxborough, MA 02035) from May 1-31. Uber riders simply enter the code, "PPCINCO2017EVENT," to activate the offer. Please note the offer is not valid on Friday, May 19, due to the Metallica WorldWired Tour concert at Gillette Stadium and May 26-29, during the NCAA Lacrosse Championship events over Memorial Day weekend at Gillette Stadium.

"DA Morrissey has been a great partner for so many years and has supported a number of initiatives centered on the safe service of alcohol at Patriot Place," said Brian Earley, general manager of Patriot Place. "Through DA Morrissey's continued support and our great partnership with Uber, we look forward to providing our patrons with another way to enjoy our restaurants and nightlife responsibly through this new rideshare program."

Said District Attorney Morrissey: "It's not a good night out if you don't get home safe. We are still losing about a life a week on the roads of Norfolk County, often due to impaired driving. This partnership by Uber and Patriot Place is an excellent option for anyone headed out for more than one. Ride services and designated driver programs save lives and prevent crimes, without question. I'd rather have you in the back of an Uber than the back of a cruiser."

Additionally, Patriot Place will be establishing a dedicated Uber pick up and drop off area in Lot 23 on the west side of Gillette Stadium for Thursday, Friday and Saturday nights. Other safe driving solution programs currently at Patriot Place include:

- **Safe Ride Home:** Onsite taxi service available through Patriot Place's valet operator each Friday and Saturday night. Every restaurant and onsite security details coordinate with taxi drivers through the valet supervisor to dispatch taxis for guests at Patriot Place.
- **John R. Elliott HERO Campaign:** Promotes use of dedicated designated drivers at all Patriot Place restaurants. Be A Hero designated drivers are provided free soft drinks when they alert their server or bartender of their intention to "Be A Hero." For more information, visit <http://herocampaign.org/>.

Another aspect of the partnership between Patriot Place and the District Attorney's Office has been the "Observe, Don't Overserve" campaign to provide alcohol service training programs and TIPS training sessions to all liquor license holders in Norfolk County. The event was annually held at Showcase Live.

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ABOUT PATRIOT PLACE

Patriot Place is a shopping, dining and entertainment destination located adjacent to Gillette Stadium in Foxborough, Massachusetts. Patriot Place features large and boutique retailers, 17 casual to high-end restaurants and other nightlife venues. Among the highlights of Patriot Place are New England's first Bass Pro Shops, a state-of-the-art, 14-screen Showcase Cinema De Lux, the 16,000-square-foot CBS Scene Restaurant & Bar, the award-winning Hall at Patriot Place presented by Raytheon, the retro-style bowling alley, Splitsville Luxury Lanes featuring live entertainment by Howl at the Moon, the four-star Renaissance Boston Patriot Place Hotel and the Hilton Garden Inn Foxborough/Patriot Place. For more information, visit www.patriot-place.com, follow Patriot Place on Twitter (twitter.com/patriotplace) or like Patriot Place on Facebook (facebook.com/patriotplace).

--www.Patriot-Place.com--