



## FAIRFIELD POLICE DEPARTMENT

Chief Anthony G. Manna

230 Fairfield Road

Fairfield, NJ 07004

Phone: (973) 227-1400

Fax: (973) 882-9521

Internet: [www.fairfieldpolice.nj.org](http://www.fairfieldpolice.nj.org)

# **PRESS RELEASE** (FOR IMMEDIATE RELEASE)

**DATE:** December 19, 2017

**CONTACT:** Chief Anthony G. Manna  
(201) 694-2666  
[e-mail-amanna@fairfieldnj.org](mailto:e-mail-amanna@fairfieldnj.org)

## **SUBJECT: Chocolate to Help Fairfield with Drunken Driving Reduction Efforts**

**Fairfield (NJ)** A local chocolatier has been the catalyst behind the formation of a Fairfield coalition who will try to minimize over consumption of alcoholic beverages in local liquor licensed establishments and also on the Township's roadways. The program will be available this holiday season and hopefully beyond.

David Little, the owner of Fairfield-based ChocolateText® and the developer of the *Chocolate SideCars for Safety™* approached Fairfield Chief Anthony G. Manna earlier this year about finding a way to use his patent pending Chocolate SideCars™ to help promote responsible drinking. The pair joined forces and came up with the nexus for a town wide initiative using the chocolate. They quickly formed a coalition with *Lyft*, the nation's fastest growing ride share company, the Fairfield Municipal Alliance Committee and the owners of three local popular bars; the *Franklin Steakhouse*, *Thatcher McGhees Irish Pub* and *Sidelines Grill*.

The program works as follows: *Lyft* will sponsor branded chocolates for bartenders at these establishments to distribute as a discreet way to alert patrons that they should not drive home. When a patron has a multiple drinks over a short period, the bartender will offer a *Lyft*-branded chocolate or place it on the rim of their glass. The chocolate not only serves to suggest that the patron should not get behind the wheel to drive, but also aids as a visual reminder to other bartenders at the establishment regarding the patrons consumption. Tent Cards and posters will be displayed explaining the program to all patrons.

To make the decision to utilize an alternate form of transportation even easier, *Lyft* will offer a special discount for new and existing passengers for a safe ride to and from these select Fairfield bars. Passengers will be eligible for 50% off of two rides up to \$5 each ride from December 29<sup>th</sup> up to and including the 31<sup>st</sup>. Availability is limited.

"It is vital that those who consume alcoholic beverages be responsible while having fun, especially while celebrating during the holidays. Through this partnership, *Lyft* provides reliable and safe rides to and from popular destinations for all residents," said Ann Ferracane, General Manager of *Lyft* New Jersey.

"This program reflects a subtle and sweet town wide initiative in helping to try to minimize drunken driving incidents, not only through aggressive enforcement efforts, but equally as important from inside some of our town's most popular liquor-licensed facilities." said Chief Anthony G. Manna. "Working alongside *Lyft* gives our community an easy and seamless option to get where they need to go while maintaining safety as their number one priority." the Chief said.

Not only will Chocolate SideCars™ be used at the bars but also Fairfield and Municipal Alliance chocolates will be distributed by police officers out to motorists that they stop who are found to be sober as both a reward and a reminder not to drink and drive.

*Chocolate SideCars for Safety™* was designed to combat drunk driving and over consumption of alcohol while encouraging patrons to get a safe ride home. "Working with *Lyft* and the Fairfield Police Department gives us a unique opportunity to help both give back to our community and spread the message of responsibility in a delicious way," said David Little, Founder and CEO of ChocolateText®

Frank Oliver, the owner of the Franklin Steakhouse and the first bar owner to sign onto the program stated "We are excited to be a part of this coalition and continue to support any programs that assist in helping to reduce drunken driving incidents."

The program will take place in Fairfield December 29-31, 2017

Authorized by: Chief Anthony Manna

#### **About Fairfield Police Department**

The Fairfield Police Department, are committed to delivering quality services in response to our community's diverse needs. We recognize the need to take a leadership role in the areas of law enforcement, education, domestic preparedness, emergency medical services and address quality of life issues. We seek to build partnerships with all the members of our community in an effort to maintain order while affording dignity and respect to every individual. With faith in our society and honor in our work ethic, we will strive to protect and serve with excellence. [e-mail-amanna@fairfieldnj.org](mailto:amanna@fairfieldnj.org)

#### **About Lyft**

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S and is available to 94% of the US population. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

Media Contact - Coyne Public Relations for Lyft New Jersey [mnovo@coynepr.com](mailto:mnovo@coynepr.com) 973-588-2039

#### **About ChocolateText®**

ChocolateText® is the designer of Patent Pending edible concepts and is a division of Nouveautes. Nouveautes has over 25 years experience in creating and manufacturing edible items that promote Incentive, influence behavior for individuals and companies. All product is designed and manufactured by our chefs and shipped from the NJ factory using the finest Belgian chocolate. [info@chocolatetext.com](mailto:info@chocolatetext.com) 973 882 8850