



THE CITY OF SPRINGFIELD, MASSACHUSETTS
MAYOR DOMENIC J. SARNO
HOME OF THE BASKETBALL HALL OF FAME

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Springfield Safe Ride Home: Assuring Public Health and Roadway Safety

Springfield, MA – The City of Springfield [Department of Health and Human Services](#) (SDHHS) and the [Massachusetts Council on Gaming and Health](#) (MACGH) have announced the launch of the Springfield Safe Ride Home Campaign, a new initiative designed to reduce impaired driving risks associated with gambling and alcohol consumption at MGM Springfield.

Funded through the Community Mitigation Fund (CMF), a program overseen by the [Massachusetts Gaming Commission](#) (MGC) to offset costs related to the operation of Massachusetts casinos and to support community initiatives which reduce potential associated community harms such as public safety concerns.

This campaign underscores the importance of supporting municipalities that must manage gambling-related effects in their jurisdictions. This campaign grant is being used preventatively, supporting interventions that encourage casino patrons to make safe choices before, during, and after their visit.

The campaign is shaped by insights from a 2024 survey of 548 MGM Springfield patrons. 37% of patrons surveyed showed indicators of risky driving behaviors. 27% held misperceptions about driving safety after consuming three or more drinks.

The Springfield Safe Ride Home Project was established in 2023 after a Massachusetts Gaming Commission research report identified that between 2018 and 2020, MGM Springfield was identified as the second-highest “last drink” location in Massachusetts Operating Under the Influence (OUI) adjudications. This finding is outlined in the MGC research report by Christopher Bruce: Assessment of the Casinos’ Impacts on Operating Under the Influence (OUI) and OUI Involved Traffic Collisions - Massachusetts Gaming Commission.

The campaign's public health and roadway safety messaging is shared by the city's Health & Human Services Commissioner Helen Caulton-Harris and Springfield Police Superintendent Lawrence Akers. The Springfield Safe Ride Home Campaign highlights the importance of assuring public health and safety before consuming alcohol, especially if planning to operate a motor vehicle.

The campaign will reach Springfield audiences through a multi-platform approach, including digital media, social channels, casino signage, a billboard visible from I-91, and community visibility.

Marlene Warner, CEO of MACGH, stated, "Safe Ride Home expands our strong foundation of player health content, encouraging patrons to set safer limits on both play and drinking, and to have a game plan for getting to their next destination. We thank MGM Springfield for their support in making this campaign possible."

"Who better to deliver this important public safety and health message than our 'Elegant and Eloquent' Health and Human Services Commissioner Helen Caulton-Harris and the leader of our brave and dedicated men and women in blue Police Superintendent Larry Akers," stated Mayor Sarno. "When you're making plans to have fun, please make sure you are also planning for safety and a safe way home too. Let's all do our part toward the safety and well-being of all in our community."

For more information, visit <https://macgh.org/>

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