

# Return of 'Messy Monday' sessions

**New name and venue after crush at Coppers**

By Eamon Donoghue

THE Messy Mondays promotion behind the Copper Face Jack's crush is back – under a new name.

Now called Messi Mondayz, the event aimed at revellers as young as 18 returned to its student night slot last week, just 14 days after seven people were injured in the club's queue.

On that night one girl, Niamh Cannon, was left in a critical condition. However, the Nightlife company wasted no time in moving its event from Copper Face Jacks to the nearby Dandelion Club.

Relocated to the St Stephen's Green venue, the event was renamed Messi Mondayz, a reference to football superstar Lionel Messi.

## Cheap nights out for students

The company promotes cheap nights with €2.50 drink deals aimed at students in various Dublin venues. This renamed event pledges, 'guaranteed to be busy' on the Messi Mondayz Facebook page, prompting Drinkaware.ie representatives to criticise the slogan.

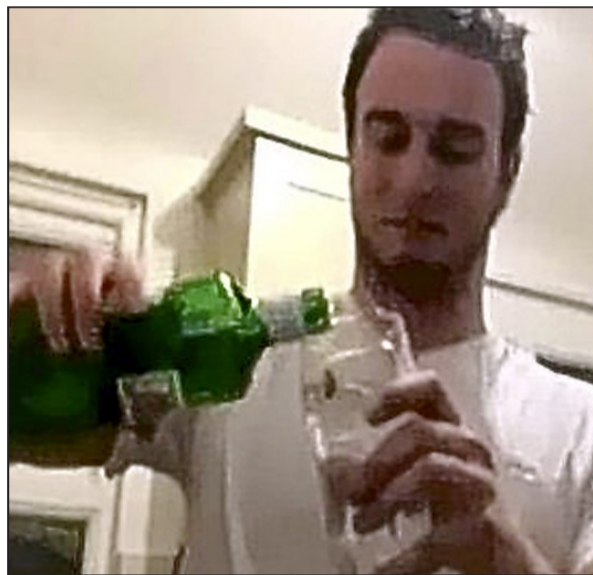
A spokesman said: 'They (Nightlife) have no authorisation to use that (slogan) whatsoever.'

'We have expressed our concern with the description of a promotion described in that way.'

'It's not a description nor an activity we'd be in favour of.'

The Messy Mondays night kicked off initially in McGowan's bar in Phibsboro, but after a short stint it

## Neknomination link to death of man who sank two pints of gin



Lethal shots: Bradley Eames in a still from the video

A 20-YEAR-OLD man is thought to have become the third British victim of the deadly neknomination craze after filming himself downing almost two pints of gin.

Bradley Eames posted a Facebook video of himself drinking two glasses of the spirit mixed with teabags after telling friends: 'This is how you drink.' Mr Eames, a salesman, was found dead at home four days later.

Police are understood to have viewed the video as part of an investigation into how the keen rugby player died. A post-mortem examination last week proved inconclusive.

The death is potentially the third in the UK linked to the viral game which involves players filming themselves downing drinks and posting the videos online, daring others to outdo them.

Mr Eames, from Sneinton, Nottingham, filmed himself on February 6, downing two glasses of Gordon's gin – not quite filled to the top – mixed with teabags. It is estimated he drank almost 30 shots of the strong alcohol in the two-minute video, before challenging friends to outdo him.

Speaking to the camera, he said: 'I've been watching you guys do the neknominate, but to me I don't think they're good – so I bought myself some gin and this is how you drink.' His family warned him that the stunt was dangerous.



Hurt: Niamh Cannon was injured

moved in 2010 to the Big Tree pub. The incident in Coppers last month was the event's first and also last night in the popular venue.

Last night Fionnuala Sheehan,

chief executive of the Mature Enjoyment of Alcohol in Society (MEAS) expressed concern about cut-price nights – where high-abv Jagerbombs are among the cheap drinks on sale – that encourage young teenagers to binge drink.

She told the Irish Daily Mail: 'I have expressed concern about this event. I question the intent behind a promotion described as "Messi", it doesn't sit well with the responsible use of alcohol.'

When asked, Drinkaware was not in a position to comment on any action being taken against the promotions company in the aftermath of the Coppers incident.

The 'Messy' nights target first-year students, particularly in north Dublin. Some of their promoters have included members of the St Patrick's College Students' Union.

Although last week was the first return of its Messy Nights campaign to Mondays in Dublin, these have continued on other nights since the Coppers incident.

In fact, less than 24 hours after the crush, the same promoters were back in the same club hosting 'Choosedays at Coppers'. It was an event which, like Messy Mondays, targets a student crowd with cheap drinks – although the age limit was over-19s rather than over 18.

Tonight Messi Mondayz are into their second week back in business, three weeks after the Coppers crush. Although there is no specific law on door staff requirements, Garda licensing inspectors advise clubs to have one door staff for every 100 people in attendance.

The Messy Nights Facebook page claims that 975 people attended their event last Monday night, while 3,071 are down for having attended the event in Coppers.

Bobby Doyle, manager of Dandelion, said: 'We run a Monday night the same as a Wednesday, or any other student night. There were no issues on Monday night and we had a full house.'

reporter@daily mail.ie

## Mother of two suffers serious burns after 6am house fire

By Kathryn Hayes

A YOUNG mother was recovering in hospital with serious burn injuries last night after a fire completely gutted her home.

Natalie Murphy, 30, jumped from the first floor of her terrace house in Limerick city shortly before 6am yesterday when flames engulfed her home.

Her two children Courtney, 11, and Jack, aged three, were lowered to the ground safely. The mother's fall was broken by a taxi driver who happened upon the scene at around 5.50am.

The taxi driver suffered a broken leg as he caught the woman falling from the first-floor window.

Two other men who were in the house at the time also escaped the blaze.

All five were treated for smoke inhalation at the scene and then brought to University Hospital Limerick.

Ms Murphy was later transferred to the burns unit of St James's Hospital in Dublin because of the severity of her injuries.

Her condition was described as serious but not life-threatening.

Fire crews wearing breathing apparatus entered the house at High Road in Thomondgate to check whether there was anybody else present, and extinguished the blaze.

Sinn Féin councillor Maurice Quinlivan said: 'My thoughts and prayers are with the people. This is a long and well-established Thomondgate family, and people would be praying and thinking about them, and hoping that everyone recovers.'

The scene was sealed off yesterday as a technical examination was carried out.

The cause of the blaze was not yet known last night.

## Lotto's €550k new regulator

THE Government is spending €552,000 on a new lottery regulator.

Public Expenditure and Reform Minister Brendan Howlin is making the one-off payment to set up the body to oversee the operation of the licence recently awarded to a consortium headed by Camelot – which runs the British National Lottery.

The money will go this year towards accommodation, the development of an IT system, office furniture and other start-up costs. The new lottery regulator will thereafter be fully funded by an annual levy payable by the operator.

# WIN TICKETS TO SEE JAMES BLUNT

## WITH A TWO NIGHT STAY IN THE BREHON HOTEL, KILLARNEY

The Irish Daily Mail are offering one lucky reader tickets to see James Blunt in the INEC, Killarney on Thursday 27th February.

The winner will also win a two night stay at the Brehon, Killarney on Wednesday 26th and Thursday 27th February. The prize includes dinner in Danú restaurant on a night of your choice plus breakfast the next morning. The Brehon is a hotel of unsurpassed luxury, located in the town of Killarney, in Ireland's beautiful Southwest.

### HOW TO ENTER

To be in with a chance of winning, simply answer the following question:

**James Blunt's first album was called "Back to Bedlam"?**

**TRUE or FALSE?**

Call **1516 999 008** (ROI) **0906 447 4451** (NI)

Or text the word **MUSIC** (followed by your answer, true or false) to **57272**

TERMS AND CONDITIONS: Lines close at midnight on Thursday 20th February 2014. The winners will be contacted on Friday 21st February 2014. The prize is as stated. There is no cash alternative. The MD's decision is final. 1516 calls cost €1.52 per call. 0901 calls cost 60p. Messages from 57272 cost €2. SMS entry requires one message to be delivered. Standard network charges apply. BDC Helpline: 0818 28 66 00. Usual promotion rules apply - see www.daily mail.ie/promorules.



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