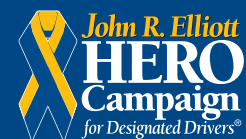


The John R. Elliott HERO Campaign for Designated Drivers®

ANNUAL REPORT 2014



Be a HERO. Be a Designated Driver®





## The John R. Elliott Story

In the early morning of Saturday, July 22, 2000, Ensign John R. Elliott and his girlfriend, Kristen Hohenwarter, were traveling home from Annapolis, MD to New Jersey for the birthday celebration of John's mother. An oncoming car swerved into John's lane, striking his car head-on, killing both John and the driver of the other car and seriously injuring Kristen.

## It Could Have Been Avoided

The driver who struck John's car had been arrested by police three hours earlier and charged with driving while intoxicated. Two hours later he was released to a friend and resumed driving while still intoxicated.

## So Much Promise Unfulfilled

Ensign John Robert Elliott was a natural leader and president of his high school class. Just two months prior to his tragic death, John graduated with merit from the Naval Academy, earning a BS in Systems Engineering. He served as a squad leader, platoon commander and a reading tutor in the local school system. All four years at the Academy John served as a Human Education Resource Officer (HERO), selected by his classmates to be a peer counselor, advisor and mentor for members of his 24th company. Upon graduation, John was named the outstanding HERO in his class, and eagerly anticipated entering Naval Flight Officer School that September.

Ensign Elliott graduates with merit from the United States Naval Academy.

November 17, 1977 - July 22, 2000  
Ensign John R. Elliott, U.S. Naval Academy Class of 2000.  
Killed by a drunk driver on his way home to New Jersey.

## A Message from the Elliott Family

Over the past fifteen years, the support of donors, sponsors, partners and volunteers has helped us grow the John R. Elliott HERO Campaign for Designated Drivers® from a local grassroots initiative to a movement that affects communities across the nation. As a result, we are closer to our dream of ending drunk driving tragedies in America.

Fifteen years ago, we experienced that tragedy when we lost our son John to a drunken driver. Each year, more than 10,000 American families lose a loved one to alcohol related crashes.

Each is one too many. Each could have been prevented.

But fifteen years ago we also could never have imagined the good that has come from our loss.

John was a bright shining light in our lives, a gift to our family and to all those he touched. At the United States Naval Academy, he served as a Human Education Resource Officer (HERO), a peer advocate and counselor for his fellow midshipmen. Upon graduating in May 2000, he dreamed of serving his country as a naval flight officer.

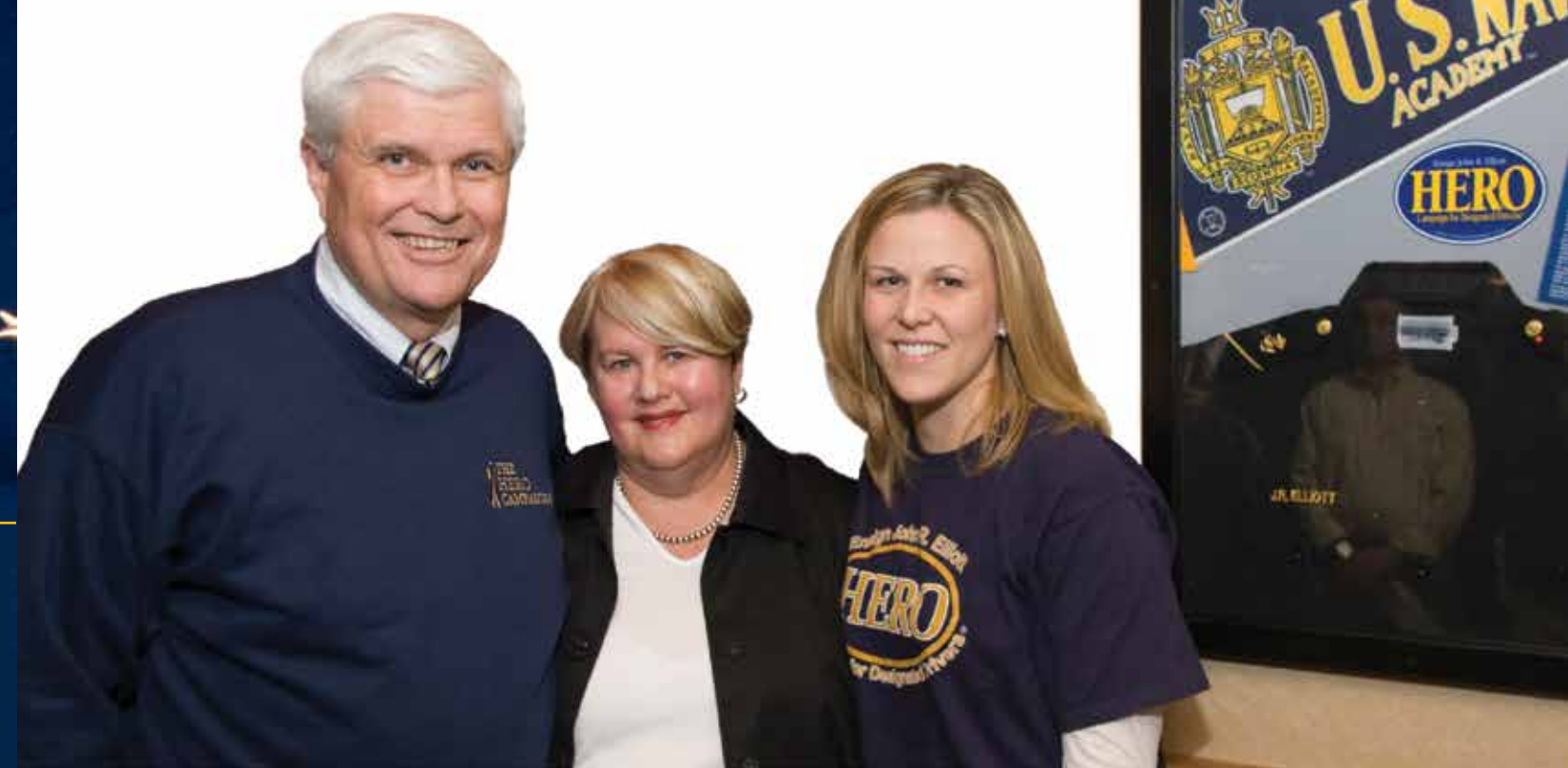
John never realized that dream. Instead, his life – and death – brought about the HERO Campaign, John's Law and the Capstone Character Excellence Seminar Series at the Naval Academy.

We appreciate the support, partnerships and volunteers in this important campaign to save lives by promoting the use of safe and sober designated drivers throughout our nation. In memory of our son, Navy Ensign John R. Elliott, and all victims of drunk driving tragedies, we thank you for helping us.

Bill Muriel Jennifer



Bill, Jenny and Muriel celebrating John's graduation from the United States Naval Academy in May of 2000.





## HERO Campaign Launches 15th Anniversary following Major Achievements in 2014

The John R. Elliott HERO Campaign for Designated Drivers® had another milestone year in 2014. Our campaign reached thousands of Pennsylvania motorists, hundreds of Kentucky bar and tavern owners and celebrated an NFL-record 27,000 new designated drivers registered at Gillette Stadiums through our partnership with the 2015 Super Bowl Champion New England Patriots.

We launched our campaign to sign up 100,000 HEROES at designated driver registration events from Massachusetts to Kentucky, at our annual HERO Walks, our HERO Plunge in Ocean City, NJ, at the HERO Campaign 300 NASCAR Race at Kentucky Speedway and soon at the Kentucky Derby Festival's Waterfront Jam.

In December we launched our new HERO Society philanthropic giving program with a goal of raising \$500,000 for our 15th anniversary to fund our continued expansion throughout the country.



Muriel and Bill Elliott congratulate Kevin Harvick, winner of the "John R. Elliott HERO Campaign 300" NASCAR nationwide race held at Kentucky Speedway.

## "Hats Off to HEROES" Kicks Off 15th Anniversary of the HERO Campaign

- More than 1,500 walkers gave the first "Hats Off to HEROES" salute when they tossed HERO hats into the air and raised more than \$80,000 at the 4th annual HERO Walk in Ocean City, NJ, on October 5th.

*The Walk and the 'Hats Off to HEROES' was our hallmark event kicking off our 15th anniversary year. It is our way of acknowledging the people who serve as designated drivers and make the roads safer for all of us.*

—Bill Elliott, Founder and CEO of the John R. Elliott HERO Campaign

## Pennsylvania Distributes HERO Decals, Brochures and Tumblers

- The Pennsylvania Liquor Control Board (PLCB), Pennsylvania Department of Transportation (PENNDOT) and the Pennsylvania State Police distributed 100,000 HERO Campaign car window decals, 60,000 HERO brochures and several hundred HERO drinking tumblers to bars and taverns throughout the Commonwealth.
- The promotions were funded through a \$20,000 grant from the Pennsylvania Department of Transportation, the National Highway Traffic Safety Administration, and a \$5,000 grant from the PLCB for the tumblers.

## Kentucky Committed to HERO Pledges and Kentucky Derby Festivities with HERO

- The Kentucky Office of Highway Safety, under Executive Director Bill Bell, provided funds through the Drive Sober or Get Pulled Over program for the HERO Campaign to be a sponsor of the Kentucky Derby Festival Waterfront Jam. The Festival and Jam are festivities in April that lead up to the Kentucky Derby, and the Driver Sober or Get Pulled Over program is coordinated by the National Highway Traffic Safety Administration.
- In addition, the Kentucky Office of Highway Safety signed up scores of designated drivers at University of Louisville and University of Kentucky basketball games during 2014.
- The office's HERO Coordinator, Tom Miller, also recruited more than 200 bars, taverns and restaurants to become Kentucky HEROES by agreeing to promote the campaign and serve free soft drinks to designated drivers.
- Bill and Muriel Elliott served as Grand Marshalls for the first John R. Elliott HERO Campaign 300 NASCAR Race at Kentucky Speedway in June, televised on ESPN. In partnership with the Kentucky Office of Highway Safety, the HERO Campaign will be the presenting sponsor for the week-long Waterfront Jam concert series at the Kentucky Derby Festival in Louisville, from April 23 to May 1, 2015.



For information or to become more involved with the HERO Campaign as a sponsor, supporter, partner, volunteer or to adopt the HERO Campaign, please contact the HERO Office at 609.626.3880 or [info@herocampaign.org](mailto:info@herocampaign.org)

## New England Patriots Top NFL HERO Pledges Again

- The New England Patriots, in partnership with the HERO Campaign, set an NFL record for a fifth straight year by registering 27,000 designated drivers.
- Patriots fan, Ray Martel of West Hempstead, NY, was named the Patriots HERO Designated Driver of the Year and won a trip to the Super Bowl courtesy of TEAM Coalition, a DUI prevention partner of the Patriots and the HERO Campaign at Gillette Stadium. Arbella Insurance of Quincy, Mass., is also a sponsor of the HERO Campaign at Gillette Stadium.

*The 2014 Patriots' designated driver HERO, Ray Martel, and hundreds of other designated drivers are our heroes for providing safe rides home for friends and family who choose to enjoy alcoholic beverages at our games.*

—Jim Nolan, Patriots senior vice president of operations.

## Jersey HERO Events and Programs Continue to Grow

- **HERO Campaign Pledge, Run & Plunge** – Hundreds of 'HEROES' kicked off the new year by participating in the HERO Campaign's Pledge, Run & Plunge on the Ocean City, NJ Boardwalk and in the surf on January 1, 2015. The event was sponsored by Shore Orthopaedic University Associates in Somers Point, NJ.
- **Night in Venice** – Thousands of revelers cheered for the "Be a HERO. Be a Designated Driver" 42-foot sport fishing boat donated by Viking Yachts in Ocean City, NJ's annual Night in Venice boat parade.
- **Annual Golf Tournament Coming Up** – The 15th Annual HERO Golf Tournament hosted by Medilink Homecare and presented by Wawa is scheduled for May 13, 2015 at Sand Barrens Golf Club, in Swainton, NJ.
- **New Jersey Office of Highway Traffic Safety Grant** – Approximately \$95,000 helps the HERO Campaign maintain its school and college programs, along with the bar and tavern program.

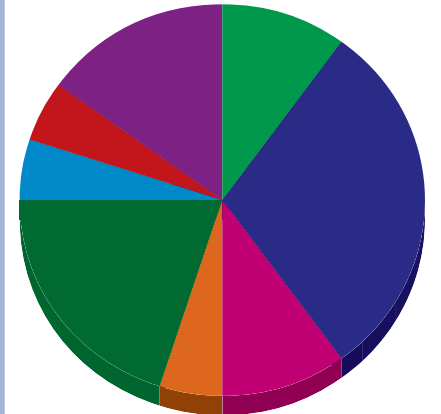
## We Invite you to Join Us

- **Join The HERO Society as a corporate or personal sponsor** – Launched in fall 2014, the HERO Society is a fundraising program, with a 2015 goal of raising \$500,000. These contributions will help fund our highway billboard advertising program, 100,000 HEROES pledge drive, school and college HERO clubs, and the Bar and Tavern HEROES program.
- **Be a HERO. Be a designated driver®** for your friends and loved ones
- If you are drinking alcoholic beverages, make sure to have a safe and sober designated driver
- **Support HERO events** by joining, fundraising, donating and volunteering
- **Display "Be a HERO" decals** on your car window or bumper
- **Take the HERO Pledge** at [www.herocampaign.org](http://www.herocampaign.org)

Wawa is the presenting sponsor for our New Jersey Walks and Annual Golf Tournament.



## How Funds are Used



- Bar and Tavern Programs 10%
- Billboards, radio, etc. 30%
- Designated Driver Pledge Events 10%
- Posters, banners, stickers, brochures 5%
- School/College Programs 20%
- Social Media/Web Site 5%
- Speakers' Bureau 5%
- Special Events 15%

## Present Sources of Income

- Regional Corporate Sponsorships
- HERO Society
- Regional HERO Events
- State Grants
- Personal Donations
- College, School and Community Fundraisers
- Merchandise Sales

## Goal for Future Sources of Income

- National and Regional Corporate Sponsorships
- National Endowment Funds
- HERO Society
- National Sustainable HERO Events
- Federal & State Grants
- Personal Donations
- Merchandise Sales



## Drunk Driving Fatalities see a decline since the Inception of the HERO Campaign

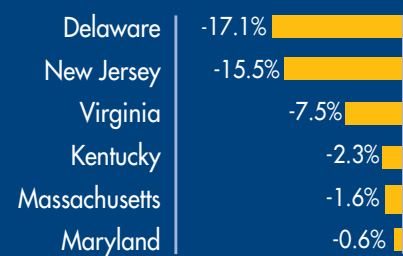
It may be hard to determine how many people have NOT been victims of a drunk driving accident, because a potential driver had planned ahead to have a sober designated driver as promoted by the HERO Campaign, or that a HERO bartender or party host helped someone find a safe way home.

However, according to the National Highway Traffic Safety Administration (NHTSA) – Fatality Analysis Reporting System (FARS), drunk driving fatalities have declined.

*From 2002 to 2012, according to NHTSA, FARS, there was a decline in alcohol impaired driving fatalities of 18.4% for the overall population and 23.5% for under 21 year olds in New Jersey.*

## Reduction in Drunk Driving Fatalities in HERO States

According to NHTSA, FARS  
Between 2011-2012



## We still have more work to do.

- Increase awareness at colleges, high schools and middle schools
- Increase bar and tavern participation
- Increase the number of HERO car window decals
- Increase the number of billboards and public service announcements

## HERO Accomplishments

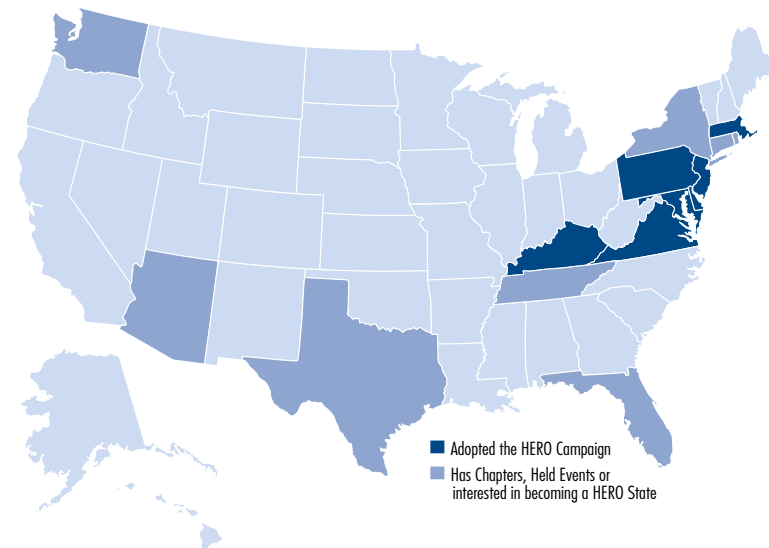
- Promoted the use of safe and sober designated drivers nationwide since 2000
- Received the prestigious Public Service Award by the National Highway Traffic Safety Administration (NHTSA)
- Partnered with law enforcement, state offices of highway safety and licensed beverage associations
- Registered more than 50,000 designated drivers at sports stadiums, Live Nation concerts, schools and colleges



New Jersey State Police officers assist the HERO Campaign at a Rutgers University football game by asking fans to take the HERO Pledge to be a safe and sober designated driver. During the game, "Be a HERO" messages flashed across the digital screens.

*The HERO Campaign, which is headquartered at Stockton University in Galloway, NJ, is now active in seven states and is associated with major league sports teams such as the Philadelphia Phillies, the New York Football Giants and the New England Patriots.*

- Conducted major designated driver awareness campaigns – with highway billboards, TV and radio public service messages, car window decals, and high school and college awareness programs
- Received the Citizen Activist Award from the National Commission Against Drunk Driving (NCADD)



*New Jersey, Delaware, Virginia, Massachusetts, Kentucky, Pennsylvania and Maryland have adopted the HERO Campaign as their designated driver model. In addition to the HERO States, multiple communities in other states are active through bar and tavern programs, entertainment venues, special events like the Super Bowl XLV, and local HERO Chapters. With your help, we will be able to build our exposure and save more lives.*

- Launched Jersey Shore HEROES, Delaware Beaches HEROES, Kentucky HEROES and Pennsylvania HEROES in which participating bars and taverns serve free soft drinks to designated drivers
- Received the Atlantic City Metropolitan Business and Citizens Association Outstanding Community Service Award
- Awarded the AtlantiCare Edward R. Knight Award for Community Service

*DUI tragedies have reduced dramatically over the past fifteen years and the HERO Campaign is an important part of the change. Be a true HERO and serve as a designated driver. Your family and friends will thank you and it shows you are a responsible and caring person.*

– Louis Klock, Retired Lt. Colonel, New Jersey State Police

- Partnered with New England Patriots, New York Football Giants and Philadelphia Phillies and their stadiums
- Provided HERO Campaign educational programs at more than a hundred schools and colleges
- Selected as the 2014 Charity of the Year by the New Jersey Association of Student Councils with a kick off at Six Flags Great Adventure
- Held John R. Elliott HERO Walks in Ocean City, NJ; Gillette Stadium, Foxborough, Mass; at the University of Delaware. Newark, Del. and Monmouth County, NJ, attracting more than 3,300 participants
- John R. Elliott HERO Campaign 300 featured at Kentucky Speedway NASCAR Race and shown on ESPN Live

*For information or to become more involved with the HERO Campaign as a sponsor, supporter, partner, volunteer or to adopt the HERO Campaign, please contact the HERO Office at 609.626.3880 or [info@herocampaign.org](mailto:info@herocampaign.org)*



*From the Ocean City, NJ Middle School helping to promote our oversized "HERO" Banner below, to engaging High School Students around Prom and Graduation times or at Nerf Ball Tournaments to the College Health and Wellness Fairs or HERO Awareness Events like walks and intramural competitions, the students embrace our positive message to "Be a HERO".*



*Bill and Muriel Elliott founders of the John R. Elliott HERO Campaign for Designated Driver® are featured in the "HEROES Among Us" section of People Magazine Online.*





In one year, more than 3800 walkers, sponsors, donors, partners and volunteers participated in a John R. Elliott HERO Walk, including the Ocean City NJ Boardwalk (shown above); Gillette Stadium at Patriot Place, Foxborough, MA; University of Delaware, Newark, DE; and Brookdale Community College, Monmouth County, NJ. More HERO Walks are planned for 2015, including Kentucky.

### John R. Elliott HERO Walk – Great Venue to Spread the Word and Raise Funds

Over the past four years, more than 5,000 walkers, sponsors and volunteers have participated in John R. Elliott HERO Walks in New Jersey, Massachusetts and Delaware. Our 5th Annual HERO Walk in Ocean City, NJ, is scheduled for Sunday, October 4, 2015. Monmouth University held its first HERO Walk on Sunday, March 8, 2015.



HERO Walks are dedicated to those who have been affected by a drunk driver.

*The HERO Walk success is attributed to it's ability to relate to all ages and includes the whole family.*

– Gabe Staino, John R. Elliott Foundation Trustee Member

### Annual “Be a HERO” Golf Tournament Marks 15th Year

More than 150 golfers annually participate in the “Be a HERO” Golf Tournament at Sand Barrens Golf Club in Swainton, NJ. Since its inception, the tournament has raised more than \$500,000 for the HERO Campaign.

The 15th annual tournament, – on May 13, 2015, will include a complimentary lunch by Applebee’s, a putting contest and a tin cup challenge, followed by a 1pm shotgun start. Dinner and a silent – and live – auction will close out the day.



### Night in Venice Parade Promotes Designated Drivers for Boaters and Spectators

A 42-foot sport fishing boat representing the John R. Elliott HERO Campaign for Designated Drivers® joined approximately 70 vessels in the 2014 Night in Venice boat parade in Ocean City, NJ on July 26.

The HERO Campaign boat displayed banners with the HERO Campaign slogan: “Be a HERO. Be a Designated Driver,” and received cheering support from tens of thousands of partygoers on shore.



### HERO Campaign Pledge, Run and Plunge Kicks Off 2015 in Ocean City, NJ

Hundreds of “HEROES” kicked off the new year by participating in the HERO Campaign’s Pledge, Run and Plunge event on the Ocean City, NJ Boardwalk and in the surf on January 1, 2015. The event was sponsored by Shore Orthopaedic University Associates of Somers Point, NJ.

About 600 runners and walkers took part in the 5K run/walk, which began in front of the Music Pier, and about 660 people signed entry forms for the plunge that took place later in the afternoon. Many participants also pledged to be designated drivers.



*We are proud to make this event and important organization a major focus of our philanthropic community support. We share the HERO Campaign’s commitment to making a safer community.*

– John R. McCloskey, MD., Senior Partner for Shore Orthopaedic, Presenting Sponsor for the Pledge, Run and Plunge

To learn more about HERO Campaign events and to enjoy photographs or videos of these events, visit our website: [herocampaign.org](http://herocampaign.org) or follow us on social media – Facebook, Twitter, Instagram and You Tube.







(Left) Justin Frankel of the HERO Campaign accepts a donation from Randolph High School during the "Year of the HERO" partnership between NJASC and HERO.



(Right) Egg Harbor Township High School Annual Nerf Ball Tournament raises awareness and funds for the HERO Campaign.

### Students and Administrators Say HERO Makes It "Cool" to be a Designated Driver

The HERO Campaign encourages a hands-on approach to educating students about the benefits of having a safe and sober designated driver with age-appropriate messages representing the "Three R's":

1. Represent the HERO Campaign by promoting designated driving through social media and community outreach.
2. Raise funds through clubs, organizations and special events in support of the campaign.
3. Register fellow students to take the HERO Pledge not to drink and drive and to be a HERO.

### HERO of the Year Recognizes Outstanding Designated Drivers on College Campuses

College campuses are a major focus of the HERO Campaign's efforts to change behavior by promoting the use of designated driver HEROES. Monmouth University and Stockton University each chose their sixth Designated Driver HERO in spring of 2015. NJIT has also chosen two HEROES since 2010. Additional HERO programs are growing at Rowan University, The College of New Jersey, William Paterson University and Fairleigh Dickinson.

Students nominate fellow student HEROES with essays endorsing friends who have demonstrated responsibility as designated drivers. The winning HEROES are selected from the nominees by school administrators and faculty.



Al Nagbe was selected as the 2014 Stockton University Designated Driver HERO by his peers because he is someone who demonstrates great responsibility through designated driving efforts. Designated Driver HEROES from participating colleges and universities can be honored on billboards near their campus, donated by HERO supporting billboard companies, such as this one by Clear Channel Outdoors.

**The possibilities for the HERO Campaign College Program are endless and will continue to grow as each new campus joins the movement.** - Suanne Schaad, Substance Awareness Coordinator, Monmouth University

### NJASC "Year of the HERO" partnership

In addition to raising more than \$112,000 for the HERO Campaign, this 2013/2014 school year partnership has encouraged students to pledge to be HEROES by being designated drivers. The HERO Campaign worked with more than 135 New Jersey Association of Student Councils (NJASC) during the "Year of the HERO." NJASC was honored with the prestigious national Kyker State Service Award for its outstanding HERO Campaign partnership.

### Professional Sports and Team Programs

The HERO Campaign partners with National Football League (NFL) teams such as the Super Bowl Champion New England Patriots and the New York Football Giants, Major League Baseball (MLB) teams including the Philadelphia Phillies and at NASCAR events, encouraging fans to pledge to be a sober designated driver for friends and family. Those who pledge are eligible to receive free soft drinks or water at concession stands and to win prizes.

### New England Patriots Register more than 120,000 Designated Drivers

The Patriots set an NFL record during the past six years, by registering more than 120,000 fans at their Gillette Stadium HERO booths. At season's end, one person is chosen as the Patriots' HERO of the year. This year's winner, Ray Martel, was rewarded with tickets to Super Bowl XLIX.



Bill and Muriel Elliott, founders of the HERO Campaign, and Jill Pepper, Executive Director of TEAM Coalition, present Robert Kraft, President and CEO of the New England Patriots, with a HERO award for setting a new record for most fans of any NFL team who made the designated driver pledge in one season.

### HERO NASCAR Event Featured Live on ESPN

The Kentucky Office of Highway Safety joined the HERO Campaign in promoting the John R. Elliott HERO Campaign 300 presented by Drive Sober or Get Pulled Over NASCAR Nationwide Series 300-mile event. The race and the HERO Campaign were key to the Kentucky State Police's effort to raise awareness about the importance of designated drivers. "The NASCAR and the ESPN broadcast provided us with a wonderful opportunity to expose that message to a national audience – the first time we've been able to send our message across the country," said Bill Elliott, HERO Campaign Chairman.

### Collegiate Sports Awareness Campaigns

Boston College, University of Louisville and University of Kentucky along with colleges and universities in New Jersey promoted the HERO Campaign by asking fans to take the HERO Pledge, posting PSA's on their electronic billboards and announcing the importance of having a sober designated driver.

(Left) The Philadelphia Phillies was the first major league team to adopt the HERO Campaign in April 2007. Since then they have featured HERO Campaign messages on their Phanavision to promote designated drivers. (Right) University of Louisville promotes the HERO Campaign by recognizing students who pledge to be sober Designated Drivers.







Evidence of The HERO Campaign's popularity is the presence of tens of thousands of motor vehicles that proudly display HERO decals, including more than 750 New Jersey State Trooper cars and municipal police vehicles. Above: When he was a New York Football Giant McKenna Sean "Bear" Pascoe helps Bill Elliott add a HERO Decal to a state trooper vehicle.

## Legislative and Law Enforcement

New Jersey enacted John's Law on April 20, 2001 less than one year after the tragedy that took John's life. Bill and Muriel Elliott, along with their daughter Jennifer, had championed John's Law, which requires:

- Police officers to impound vehicles of those arrested for DUI for twelve hours.
- Police to issue written warnings to anyone who accepts custody of a drunken driving suspect after the suspect's arrest. Those who accept custody of a drunk driver must sign a form that acknowledges the civil and criminal liabilities of allowing the drunk driver to get behind the wheel while still intoxicated.

Since becoming law in New Jersey, the car impoundment provisions of John's Law have been adopted in Delaware, Virginia, Maryland, New York and Massachusetts. John's Law was also included in a 2005 federal transportation bill that grants funds to states that enact DUI car-impoundment legislation.

### A survey taken by the William J. Hughes Center for Public Policy at Stockton University found:

- 65% of those surveyed are somewhat or very familiar with the HERO Campaign.
- 82% of those believe the HERO Campaign is effective in influencing people to either serve as a sober designated driver or to accept a ride from one.
- 40% of those who served as sober designated drivers were influenced by the HERO Campaign.
- 38% of those who used designated drivers credit the HERO Campaign with influencing their decisions.

*It's obvious from the results that we're creating new designated drivers every day and making the roads safer for all. I think these numbers tell us that people are very serious about drunken driving and that they agree that designated drivers are the way to prevent it.*

– Bill Elliott, Founder and CEO of the John R. Elliott HERO Campaign



The Pennsylvania Kick-Off of the HERO Campaign included the State Police, Department of Transportation and Liquor Control Board, plus local businesses and drunk driving victims. Standing: State Police Public Information Office Trooper Adam M. Reed, Deputy Transportation Secretary Brad Mallow, State Police Colonel Frank Noonan, PLCB Chairman Joseph "Skip" Brion, Public Information Officer for Troop H Trooper Robert T. Hicks. Seated: Ken and Debby Iwaniec who lost their son to a drunk driver, Bill Elliott, Red Robin Lehigh Valley Restaurant Group CEO Jim Ryan.

Acting New Jersey Governor Donald T. DiFrancesco signs John's Law in August, 2001. The law requires police to impound the vehicles of people arrested for driving while intoxicated for as long as 12 hours.

## Bars, Taverns and Beverage Companies

Educating the public is only part of the solution. To make it easier for individuals to serve as safe and sober designated drivers, the HERO Campaign recruits bars and taverns to serve as HERO establishments. These businesses display HERO posters, decals and wristbands and serve free soft drinks to designated drivers.

*We support and promote the HERO Campaign. We promote designated driving and even arrange safe rides home for our patrons, who pick up their cars the next morning. Thanks HERO Campaign for being a great partner.*

– Jeff Thomas, Owner-operator, Charlie's Bar and Restaurant, Somers Point, NJ



State Police in Kentucky encourage Bar and Tavern owners to be "HERO" Establishments, by promoting the HERO message and giving a free non-alcoholic beverage to designated drivers.

## Participating Bars, Taverns and Restaurants

The John R. Elliott HERO Campaign establishments pledge to:

- Post and display HERO Campaign posters and promotional materials in their establishment.
- Encourage patrons to be or use sober designated drivers.
- Offer at least one free soft drink or non-alcoholic beverage to a sober designated driver for one or more patrons.
- Allow the HERO Campaign to promote their establishment as a participant in the HERO Campaign.
- Stay in contact with the HERO Campaign representatives to request materials and provide feedback on the program.



A variety of support materials for participating establishments are produced by the HERO Campaign to remind patrons to plan ahead and have a sober designated driver.



For information or to become more involved with the HERO Campaign as a sponsor, supporter, partner, volunteer or to adopt the HERO Campaign, please contact the HERO Office at 609.626.3880 or [info@herocampaign.org](mailto:info@herocampaign.org)





## Corporate Sponsor and Community Promotions

Leading regional convenience stores such as Wawa, Inc. in the Mid-Atlantic States, and Tedeschi Food Shops throughout New England, have shown their support for the HERO Campaign with multiple in-store promotions. Customers are invited to donate their spare change to the HERO Campaign through the coin drop containers located on store counters. The Miss Night in Venice Pageant Committee and the Hurley in the Morning Golf Classic have chosen the HERO Campaign as one of their annual primary beneficiaries. Village ShopRite Markets raises funds for the HERO Campaign through their pin-up donation programs.



Customers at Wawa in New Jersey and Tedeschi Food Shops in Massachusetts support the HERO Campaign by donating the change from their purchases.

**We are proud to be partnering with the HERO Campaign on this important DUI prevention program.**

– David Lamberger, Clear Channel Outdoor Vice President of Sales and Marketing

## Thank You to Our Following Sponsors and Partners



## HERO Volunteers are an Integral Part in supporting the HERO Campaign

- 340+ volunteers helped HERO Walks from team captains, to day-of event workers, to those who help promote the event.
- 60+ volunteers participate in our speakers bureau, office support, community service projects, HERO Club members and at HERO partner events
- 50+ volunteers help out at the “Be a HERO Golf Tournament” and as committee members who recruit golfers, sponsors and auction items.
- 45+ volunteers staff HERO pledge booths and tents at college, sport and entertainment venues.

The HERO Campaign offers many opportunities for volunteers.



## The John R. Elliott HERO Society



Saving Lives... One Designated Driver at a Time.

Launched in the fall of 2014, the HERO Society was created to raise funds in support of our life saving programs, which include:

- Designated driver pledge drives at schools, colleges and professional sport stadiums;
- Mass media promotions, including billboards, commercials on TV and radio, and car window decals;
- Our website and social media programs to build awareness and recruit new designated drivers;
- The HERO Bar and Tavern Program, with over 400 members establishments, who display HERO posters and serve free soft drinks to designated drivers;
- and HERO Walks and Golf Tournaments, to build awareness and community participation.

Individuals or groups are invited to become members of the HERO Society at six different levels. Memberships begin at \$500.

Each sponsor level comes with at least two invitations to the HERO Campaign's 15th Anniversary Celebration in July. Levels above the Ensign Sponsor include participation in the HERO Campaign's annual golf tournament, and sponsorships in the annual HERO Walk.

This inaugural year of the HERO Society will also include a “celebrity” reception at the Palm Restaurant in Atlantic City on October 15th.

## HERO Marks 15 Years of Growth and Accomplishments with a Brunch Celebration on July 19th

The 15th Anniversary of the founding of the John R. Elliott HERO Campaign for Designated Drivers® brunch celebration will be held:



**Sunday July 19, 2015 • 11am**  
**Stockton Seaview Hotel and Golf Club**

Highlights of the 15th anniversary brunch will include keynote speaker Mark Buzby, a retired U.S. Navy rear admiral from Atlantic City, recognition of those who support the Campaign and celebrate the October 2014 founding of the HERO Society.



U.S. Navy Rear Admiral Mark Buzby

Rear Admiral Buzy, who retired in 2013 after 34 years of service, grew up in the Dennis Hotel on Atlantic City's Boardwalk.

Buzby spent 34 years of service in the Navy, and retired as Commander, Military Sealift Command. In that post, Buzby commanded the day-to-day operations of 150 logistical and special-mission vessels for the Navy and other services.

## Personal Donations

The HERO Campaign an official program of the John R. Elliott Foundation, a federally-registered 501 (c) (3) non-profit organization. Your donation is tax deductible and helps us save lives. **To donate today, visit [www.HEROCampaign.org](http://www.HEROCampaign.org) and click on the Donate button.**

**For more information or to join us as a sponsor, please contact William Elliott, Founder and Chairman of the HERO Campaign at 609.332.2588 or [william\\_elliott@comcast.net](mailto:william_elliott@comcast.net)**

## John R. Elliott Foundation Board of Trustees

**William Elliott – HERO Chairman**  
*Executive Director, Shore Medical Center Foundation, Retired*

**Muriel Elliott – HERO Vice Chairman**  
*Educator, Retired*

**Jennifer Elliott Adamchak – HERO Vice Chairman**  
*Primary School Teacher*

**Bernard A. Capaldi**  
*Retired Principal, Capaldi Reynolds Accounting*

**Patricia Capaldi**  
*Community Leader*

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*Attorney – D'Amato Law Firm, P.C.*

**Paul D'Amato**  
*Attorney – Partner, D'Amato Law Firm, P.C.*

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**Nancy Glenn**  
*Glenn Insurance, retired*

**Ron Glenn**  
*Principal, Glenn Insurance, Retired*

**Gary Hill**  
*Executive Director/Community Relations, Metropolitan Business and Citizens Association*

**Doug Heun**  
*CPA – Partner, Friedman LLP Accountants and Advisors*

**Mark Kramer**  
*President and CEO, Kramer Beverage*

**Brett Matik**  
*President, Harrison Beverage*

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**Sharon Schulman**  
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**Judith A. Schwartz**  
*Professor Emeritus, City University of New York*

**Robert Schwartz**  
*President & Chief Executive Officer, Rolls-Royce Motors Inc., Retired*

**Gabe Staino**  
*Senior Development Officer, Bacharach Institute for Rehabilitation*

**Jeff Thomas**  
*Owner, Charlie's Bar & Restaurant*





Muriel and William Elliott – Parents of Ensign John R. Elliott and Founders of the John R. Elliott HERO Campaign

*The John R. Elliott HERO Campaign for Designated Drivers® is a non-profit organization whose mission is to prevent drunken driving tragedies by promoting the use of safe and sober designated drivers.*

### For More Information

Please contact us at 609.626.3880 or [info@herocampaign.org](mailto:info@herocampaign.org)

The HERO Campaign is a program of the John R. Elliott Foundation, a federally-registered 501 (c) (3) nonprofit organization.



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