

You are Invited... to join the prestigious
HERO Society in support
of the John R. Elliott
HERO Campaign for
Designated Drivers®
and its mission to
prevent drunk driving
by promoting the use
of safe and sober
designated drivers.



We Invite You to be a Charter Member



Bill, Jenny and Muriel celebrating John's graduation from the Naval Academy in May of 2000. Two months later, a drunk driver ended John's life and his dream of serving his country as a Naval Flight Officer. The HERO Campaign is dedicated to his memory.

Please join the John R. Elliott HERO Society to continue the growth and development of the HERO Campaign for Designated Drivers[®], which is saving lives across the nation in memory of our son John and all the victims of drunken driving.

We are encouraged by the growing support from every segment of our society; and from the federal and state highway statistics that show we are helping reduce DUI fatalities and incidents.

We are also proud of our affiliation with The Richard Stockton College of New Jersey, the new home of the HERO Campaign.

With your help, the HERO Campaign can continue to grow and achieve our ultimate goal to eliminate alcohol-related tragedies.

Thank you for your support,

Bill Muriel
Bill & Muriel Elliott, Founders of the
John R. Elliott HERO Campaign for Designated Drivers[®]

Your Membership Will Save Lives...

Dedicated to the memory of Navy Ensign John R. Elliott, a merit graduate of the United States Naval Academy class of 2000, the HERO Campaign is now saving lives in seven states, in partnership with law enforcement, schools and colleges, federal and state highway safety organizations, the licensed beverage industry, and professional sports teams including the Philadelphia Phillies, the New York Football Giants, and the New England Patriots.

Since its inception in 2000, the HERO Campaign has grown into a major grassroots movement to prevent impaired driving that has received national recognition and awards.

Our life-saving mission is simple: To bring an end to drunk driving tragedies by dramatically increasing the use of designated drivers throughout our country. Our goal is to register more than one million new designated drivers, and to make the use of designated drivers be as automatic as wearing a seatbelt.

Never before has an organization assembled a greater coalition of heroes than the HERO Campaign. In bars and taverns, in communities, at high schools, on college campuses and in professional sports stadiums, the HERO Campaign is receiving enthusiastic support by those who believe – as we do – that the cure for drunken-driving is simply a safe ride home by a sober designated driver.



From professional sports teams like the Philadelphia Phillies to colleges and universities such as Richard Stockton College – which celebrates an annual HERO Day – the HERO Campaign's partners promote the importance of safe and sober designated drivers.



New York Football Giants tight end Bear Pascoe and New Jersey State Police help the Elliotts kickoff the HERO Campaign in ceremonies held in Bergen County, NJ.

The John R. Elliott HERO Campaign for Designated Drivers[®] has helped to reduce alcohol-related fatalities and incidents, including a 35 percent reduction in DUI fatalities in New Jersey and other states over the past decade.



How Your Support Helps...

The purpose of the HERO Society is to provide more than \$1 million in annual funding to support our critical programs, which include:

- Designated driver registrations on-line, at school and community sponsored events, and entertainment and sports venues, including the New England Patriots, who have registered more than 20,000 designated drivers annually at Gillette Stadium through its partnership with the HERO Campaign.
- The High School and College HERO Campaign and Character Education programs.
- Mass media promotion including billboards, commercials on TV and radio, and car window decals.
- Our web site and social media programs to build awareness and support in communities across the country.
- The HERO Bar and Tavern Program to promote the Campaign and serve free soft drinks to sober designated drivers.
- HERO Walks that last year alone attracted more than 3,000 participants in Ocean City, New Jersey, Newark, Delaware, and Foxborough, Massachusetts. Additional walks are planned in 2014.



Proudly affiliated with:
STOCKTON
NEW JERSEY'S
DISTINCTIVE
Public College

Colleges and universities select Designated Driver HEROES who are nominated by fellow students and represent the HERO Campaign's standards of character and ethics. These HEROES are honored on donated billboards near their campuses.



Bill and Muriel Elliott present Robert Kraft, Chairman and owner of the New England Patriots, with a HERO Campaign award for registering an NFL-record 23,000 designated drivers at its "Be a HERO" booths at Gillette Stadium.

Benefits of Becoming a Charter Member of the John R. Elliott Hero Society...

As a member of the HERO Society, you are helping us achieve our goal to end drunken driving, which takes the lives of 10,000 Americans annually and injures thousands more.

You will be invited as a guest to our 15th Anniversary Gala, and receive special recognition on our web site and in our annual report. You will also receive our HERO Happenings newsletter with exciting updates about our activities.



At higher levels of membership, you will receive additional invitations and reserve seating at our Gala and the opportunity to join us as a sponsor of our "Be a HERO" Golf Tournament and our popular HERO Walks.



From Left to Right: The John R. Elliott Foundation 10 Year Anniversary Gala. "Be a HERO" Annual Golf Tournament. Muriel and Bill Elliott as grand marshals at the John R. Elliott HERO Campaign 300 NASCAR race held at the Kentucky Speedway and televised on ESPN for national coverage.



To become a John R. Elliott HERO Society Member or for more information, please contact us at: 609.626.3880 or HeroSociety@herocampaign.org

Join Us as a Charter Member...

Ensign Sponsor

\$500 annual contribution. Ensign Sponsors provide funding for the HERO Campaign to help support our important programs and continue our expansion. You will be acknowledged in our annual report and receive an invitation for two to the 15th Anniversary Gala.

Lieutenant Sponsor

\$1,000 annual contribution. In addition to Ensign Sponsorship benefits, members have the option to choose one of the following: two additional invitations to the 15th Anniversary Gala; a twosome to the "Be a HERO" Golf Tournament; or Day of Event Sponsorship for the John R. Elliott HERO Walk.

Commander Sponsor

\$2,500 annual contribution. Commander Sponsors receive an invitation for four to the 15th Anniversary Gala, and a twosome to the "Be a HERO" Golf Tournament and an Ensign Sponsorship for the John R. Elliott HERO Walk.

Captain Sponsor

\$5,000 annual contribution. At the Captain Sponsor level, members receive an invitation for four to the 15th Anniversary Gala, a foursome in the "Be a HERO" Golf Tournament and an Ensign Sponsorship for the John R. Elliott HERO Walk.

Admiral Sponsor

\$10,000 annual contribution. This premier sponsorship level provides its members with a reserved table for ten at the 15th Anniversary Gala, a foursome and hole sponsorship in the "Be a HERO" Golf Tournament, and a prime benefactor sponsorship for the HERO Walk.

HERO Sponsor

\$25,000 and above annual contribution. Two reserved tables for ten at the 15th Anniversary Gala along with a presenting sponsorship at the "Be a HERO" Golf Tournament and the HERO Walk.

Join us on this great initiative and become a charter member of the John R. Elliott HERO Society for the John R. Elliott HERO Campaign for Designated Drivers®. The end to drunk driving is close at hand. With your help, it can become a thing of the past.



The Power Behind the Mission is You...

It is said that nothing is more powerful than an idea whose time has come. As a member of the John R. Elliott HERO Society, you will be the power behind our mission, providing the valuable financial support enabling us to carry our message to every community, in every state, asking people to plan to have a designated driver before they go out to enjoy alcoholic beverages.



Our Mission...

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. The **John R. Elliott HERO Society** was created to ensure the success of our mission for families and victims across the nation.



Dedicated to the memory of
Navy Ensign John R. Elliott
USNA Class of 2000



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