



# HERO Happenings

SPRING 2013

## Breakthrough STORIES...

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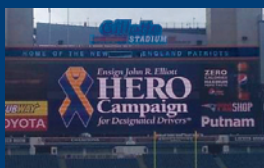


University of Louisville "Cardinal" supports HERO

## Hero Record

### New England Patriots Set Another Record with HERO Pledges

For the third consecutive season, the New England Patriots in partnership with the HERO Campaign have been recognized by TEAM Coalition as the top team in the NFL for designated driver pledges. Nearly 22,000 fans in the stands at Gillette Stadium pledged to be designated drivers during the 2012 season.



## Thank You!

### MAJOR 2012 WALK SPONSORS

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## Kentucky Embraces HERO Campaign

### Kentucky Becomes Fourth State to Officially Adopt HERO on December 18

Frankfort, KY - To promote the program, HERO will partner with the Kentucky Office of Highway Safety, the Kentucky State Police and the Kentucky Dept. of Alcoholic Beverage Control. HERO posters, billboards, radio and television ads will be used throughout the state, to promote the campaign's message, "Be a HERO. Be a Designated Driver®."



Kentucky Governor Steve Beshear recently launched Kentucky's HERO Campaign for Designated Drivers, encouraging people to participate in designated driving programs throughout Kentucky and the nation.

"The unique concept for this campaign is that throughout the year, local heroes will be identified by retailers as those who serve as designated drivers," Kentucky State Police Commissioner Rodney Brewer said. "Some of these individuals will receive public recognition for their efforts in saving lives and making responsible choices."

"The HERO Campaign's mission is to end drunk-driving fatalities, injuries and accidents nationwide by promoting designated driving and reminding the public to drive sober," Gov. Beshear said. "I'm proud we're bringing attention to this noble cause and encouraging residents to use designated drivers."

"Today does not mark the end of drunken driving, but let it mark the beginning of the end," Bill Elliott said. "No parent should ever have to lose a son or daughter to a drunken driver. We promised John we would do everything possible to bring an end to drunk driving. With your help we can keep our promise."

## HERO Walk has Record-Breaking Turnout

### More than 2,000 Participants Hit the Ocean City Boardwalk in New Jersey for the Second Annual HERO Walk on Sunday, Oct. 14

Ocean City, NJ - "It was a beautiful day, and we're thrilled with the turnout," said Muriel Elliott, HERO Campaign co-founder. "It really makes me feel good that so many people are telling their friends and encouraging others to come and support this."

Bill Elliott, chairman of the HERO Campaign, said the event raised more than \$125,000 for the HERO Campaign.

More than 1,000 students from The Richard Stockton College of New Jersey, Egg Harbor

Township School District, and Ocean City Schools were recruited to participate in the event and they did not disappoint. Several school teams and clubs were registered; others participated with their families.

It has long been a goal of the HERO Campaign to attract a young audience, in an effort to instill the importance of a designated driver.

"We're excited about this, it really warms our hearts," Bill Elliott said. "It's every parent's worst nightmare; every life saved is one less tragedy."



## Two Casinos in Maryland Promote HERO

The Hollywood Casino Perryville and Maryland Live! Casino Became Partners of the HERO Campaign during 2012

**Maryland** – On Wednesday, Nov. 21, Hollywood Casino Perryville in Maryland adopted the John R. Elliott HERO Campaign. Hollywood Casino has taken the opportunity to support the worthy cause, providing designated drivers with a special wristband that allows them to drink unlimited non-alcoholic beverages for free at the property. Guests of the casino can see any server, bartender or hostess at Celebrity Bar and Grill for their wristband and free fountain drinks.

“We are so proud to be a part of this Campaign, I am familiar with the program

from when I worked in Atlantic City and am very excited to be able to bring the HERO Campaign to Maryland,” said Bill Hayles, General Manager of Hollywood Casino Perryville.

*Maryland Live! Casino located in Arundel Mills, Maryland started promoting the Campaign through onsite TV monitors, their website, brochures and posters during the Holiday Season 2012*



## HERO Campaign Promotes Designated Driving at Rutgers Football Games

**New Brunswick, NJ** – The New Jersey Division of Highway Traffic Safety and the HERO Campaign for Designated Drivers® teamed up with Rutgers University to keep fans safe at home football games this season.

A HERO Campaign tent was located at the main gate during home football games. New Jersey State Police and volunteers asked fans to take the pledge to be designated drivers for friends and family.

HERO Campaign television commercials narrated by Navy Ensign John R. Elliott's sister, Jennifer, were shown on the stadium screen prior to each game, asking fans to “Be a HERO. Be a Designated Driver®.”



“The HERO Campaign is an important public safety initiative for Rutgers,” noted Gary Poedubicky, director of the Division of Highway Traffic safety. “This Campaign enables us to reach tens of thousands of Rutgers fans and help keep them and all our motorists safe.”

*Save the Date!*

13TH ANNUAL  
JOHN R. ELLIOTT  
**BE A HERO**  
GOLF TOURNAMENT  
Wednesday, May 15, 2013  
Sand Barren Golf Club  
For more Information: 609.626.3880 or  
[www.beaherogolf.org](http://www.beaherogolf.org)



“Our goal is to register one million designated drivers. We go to where the people are drinking, on college campuses, in bars. We ask that bars and taverns offer a wristband to the designated driver and provide free soft drinks.”

– Bill and Muriel Elliott, Co-Founders of the HERO Campaign

## DA in Norfolk, Mass. Looking for HEROES

Michael Morrissey promoting HERO Campaign in New England Patriots' Hometown

**Norfolk County, MA** – Norfolk County District Attorney Michael Morrissey is speaking to licensing boards around the county encouraging liquor-serving establishments to promote the use of designated drivers.

Police, the District Attorney and restaurant/bar owners met at the home of the New England Patriots - Patriot Place in Foxborough, MA - for the launch of the HERO Campaign.

According to Morrissey, every establishment in Patriot Place in Foxborough has joined the Campaign. Bar managers and servers will ask groups of patrons “Who is going to be the HERO tonight,” and then offer a wristband and a free soft drink to whomever volunteers to be the designated sober driver.

“One (tragedy) is too many, and we had more than one a week,” Morrissey said. “We are trying to lower those numbers, both working with those who serve alcohol and joining the Elliotts in their work targeting those who consume it.”



*Norfolk District Attorney Michael W. Morrissey was joined by more than half of his county's police chiefs at Patriot Place on November 2, 2012 to launch the “Be A Norfolk County Hero.”*



## Help The HERO Campaign to Grow.

Make a donation on-line at [www.herocampaign.org](http://www.herocampaign.org) or send a check to:

**The HERO Campaign for Designated Drivers® • P.O. Box 700 • Somers Point, NJ 08244**

All donations are 100% Tax Deductible. The HERO Campaign for Designated Drivers® is an official program of the John R. Elliott Foundation, an IRS 501 (c)(3) not-for-profit corporation. *Thank you for your support.*



[www.herocampaign.org](http://www.herocampaign.org)

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