



John R. Elliott HERO Campaign®

HERO Happenings

FALL 2020



Promoting Designated Driver HEROES During the Challenges of 2020.

An Open Letter from Bill & Muriel Elliott – Founders of the John R. Elliott HERO Campaign for Designated Drivers.®

Thank you to our 2020 HEROES!

As many of you did, the HERO Campaign adjusted to the “new normal” by continuing our important life saving programs while respecting social safety guidelines.

Some of our latest successful accomplishments include:

- Unveil 4 more HERO wrapped police cars which serve as rolling billboards
- Work with and promote student created HERO message videos
- Distribute 1,000 HERO neck gaiter masks to bars, restaurants, police departments, & more
- Distribute hundreds of HERO decals and secure HERO pledges
- Hold the 20th Annual Be a HERO Golf Tournament safely

We look forward to you joining us for our annual HERO Walk & 1 Mile Fun Run in 2021. Details to follow at HEROcampaign.org. Thank you!

Bill Elliott



Join us in promoting safety with a HERO Neck Gaiter or HERO Mask.

Whether on the roads or just going out, the John R. Elliott HERO Campaign for Designated Drivers® is dedicated to your safety and the safety of those around you.

To order your HERO Mask or HERO Neck Gaiter, go to HEROcampaign.org and click on the neck gaiter/mask button. Your donation includes shipping and handling.

Thank you to our neck gaiter sponsor OceanFirst Bank who has helped make it possible to keep our local law enforcement and partner bars and taverns safe.



HERO Campaign Unveils 4 More HERO Police Patrol Car to Promote Safety on the Roads!

Supporters of the HERO Campaign partner with police departments to create HERO patrol cars promoting the message of safe and sober designated drivers.



Mayor Leonard C. Desiderio of Sea Isle City joins the unveiling of the HERO Campaign's newest HERO wrapped patrol cars.

Sea Isle City, NJ (July 2, 2020) At a Sea Isle City Boardwalk ceremony South Jersey police departments and the John R. Elliott HERO Campaign unveiled a fleet of HERO patrol cars aimed at preventing drinking and driving. The cars, displaying the HERO

Campaign logo and messages promoting designated driving, serve as rolling billboards.

The HERO cars unveiling was part of the Campaign's “Summer of HEROES” initiative to remind motorists to always have a safe ride home whenever they consume alcoholic beverages. “We are grateful to our law enforcement partners for helping us save lives by encouraging safe and sober designated driving,” HERO Campaign Chairman and Co-Founder Bill Elliott said. “With these rolling billboards reminding the public of the importance of designated driving, we will keep our roads safe from the dangers of drunk driving.”

John R. Elliott
HERO
Campaign
for Designated Drivers®
HEROcampaign.org

Headquartered at Stockton University

Thank you 2020 Sponsor & Donors (November 1, 2019- November 1, 2020!)

HERO ADMIRALS

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IBEW LOCAL Union 351
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Dallas & Di Krapf
Medilink RxCare
OceanFirst Bank and
Foundation
Stockton University

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The John F. Scarpa Foundation

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HERO CLUB GOLD

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Sara Leonard	Victor Urbon
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	Ken & Melissa Wolfe

HERO CLUB DONOR

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There is always opportunity for service.



High School Students Create Video Promoting Safety & the HERO Campaign

The video may be viewed on the [HERO Campaign Website](#) and the [HERO Campaign's YouTube Channel](#)

Greater Atlantic City, NJ Area (Summer 2020) A pair of Mainland Regional High School students hoped to do some volunteer work this summer, but with COVID-19 social distancing requirements in place, they knew they'd have to get creative to make a difference. MRHS junior Rian Heal was already familiar with the HERO Campaign when she heard about the opportunity to help promote the Campaign's message by making a video. She invited senior Bret Batohie to partner with her.

They recruited their friends from Northfield, Somers Point, and Linwood, capturing video footage of them at work, at play, and just hanging out. The result was a video gallery of students, donning HERO neck gaiters and shirts promoting designated driving and emphasizing the role of community service by young people.

The John R. Elliott HERO Campaign has been selected by Glenn Insurance, Inc. of Absecon for their 2020 Circle of Excellence Award with an accompanying \$2,000 donation. After receiving the award, Hero Campaign's Bill Elliott wrote to Glenn Insurance President Tim Glenn, "We are deeply appreciative and honored that you thought of us for the Circle of Excellence Award. We will dedicate the \$2,000 donation to our school and college volunteer development; and video education programs, to prevent impaired driving. Thank you again from our family, board and staff!"



Tim Glenn, President & Owner of Glenn Insurance.



Be a HERO Golf Marks 20th Anniversary

Swainton, NJ (September 23, 2020) The 20th annual "Be a HERO" Golf Tournament, benefitting the John R. Elliott HERO Campaign For Designated Drivers® was held at Union League National Golf Club. For the 20th year, Medilink hosted the event. Plus, the Campaign recognized many of the 144 golfers and sponsors who have also participated for 20 years.

The \$50,000 raised from the event benefits many of the programs of the John R. Elliott HERO Campaign for Designated Drivers,® promoting its message of safe and sober designated driving to save lives through partnerships with high schools, colleges, law enforcement agencies, and

bars, along with numerous public awareness initiatives and special events throughout the region.

"We thank our generous supporters, golfers, and volunteers for making the 20th annual 'Be a HERO' Golf Tournament another success," HERO Campaign Co-Founder Bill Elliott said. "This golf tournament allows us to continue promoting the use of designated drivers through fun and educational events throughout the year, and helping individuals take the HERO Pledge to be a designated driver and save lives!"



Bill and Muriel Elliott (far left) recognize Sandy and George Tzaferos and Anne DiRenzo from MediLink, for their 20th year as hosts of the "Be a Hero" Golf Tournament. 20 years ago, Medilink contacted the HERO Campaign after reading about the loss of Ensign John R. Elliott to a drunk driver and the creation of the HERO Campaign in his memory. Sandy, George and Anne were so touched by John's story, they proposed hosting a golf tournament to raise funds.



The Gus Tzaferos Tin Cup Challenge is always one of the highlights of the tournament. Golfers compete to drive a ball into a boat floating in the lake and have it stay in the boat.



The Be a HERO Golf Tournament boasts some of the most dedicated and hard working volunteers. Thank you!



If you are the designated driver, it is always "HEROTINI" time. Non-Alcoholic mocktails are known as the life of the party.

2020 IN REVIEW—SAVING LIVES!

The venues and formats may have been different for much of 2020, but the HERO Staff, Volunteers and Sponsors continued our mission to save lives through designated drivers.



Miss Night in Venice Contestant Raises Funds for HERO

Ella Osbeck, a junior from Mainland HS, starts early with her goal to win the 2021 contest with a live streamed concert.

Linwood, NJ (June 5, 2020) Even when Ocean City, NJ's Miss Night In Venice Annual Competition decided to postpone this year's event until 2021, it did not stop contestant Ella Osbeck from creating her first fundraiser, "Backyard by Request." She started the fundraising, by posting a list of her favorite songs. She then requested that her followers vote for songs by making a donation toward their favorites.

The family of John R. Elliott, a few friends and her family joined her in her backyard for a Live Stream Concert on Facebook. Talented members in the audience also joined her performance. Funds raised for the Miss Night in Venice Competition will go to Hero Campaign, Ocean City Food Cupboard and the Ocean City After Prom in the 2021 competition. The contestant who raises the most money between now and July 2021 will be crowned the winner.



Tribute Billboards Promoting Designated Driving HEROES

Kudos to Our Student HERO Volunteer of the Month!



Partnered with Uber to provide safe rides home New Year's Eve!



Marlton Rotary Partners to Promote Highway HEROES



Engaging Students & Police

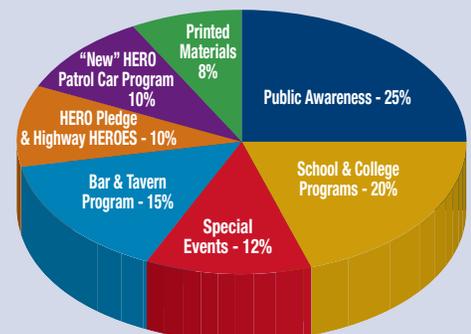


Recognizing College Student HEROES



Dedicated Volunteers Show Support During the 20th Annual HERO Golf Tournament

How Your Support Helps End Drunk Driving



Help The HERO Campaign Prevent Drunk Driving Tragedies

Make a donation at HEROcampaing.org or send a check to:

John R. Elliott HERO Campaign • P.O. Box 700 • Somers Point, NJ 08244

Headquartered at: Stockton University • Galloway, NJ 08205

The John R. Elliott HERO Campaign for Designated Drivers® was established in 2000 in memory of Ensign John R. Elliott, who was killed by a drunk driver on his way home to Egg Harbor Township, NJ shortly after graduating from the United States Naval Academy. It is an official program of the John R. Elliott Foundation, an IRS 501 (c)(3) not-for-profit corporation. **Thank you for your support.**



HEROcampaing.org

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