



John R. Elliott HERO Campaign® HERO Happenings

FALL 2024



The Windjammer Café Wins Mocktail Contest!

The HEROtini Contest Raised \$27,000!

Egg Harbor Township, NJ– The Windjammer Café and Grille in Somers Point was named the winner of the 2024 HEROtini Mocktail Challenge in the final night of competition held Tuesday evening, October 29 at Harbor Pines Golf Club. The dinner raised a record \$27,000 for the non-profit John R. Elliott HERO Campaign and marked the end to a five-month contest among 27 bars, taverns and restaurants to promote non-alcoholic mocktails for designated drivers. Tennessee Avenue Beer Hall and Josie Kelly’s Public House took second and third place.

(Cont. on page 3)



John R. Elliott
HERO
Campaign
for Designated Drivers®



Bellmawr, N.J. – At a ceremony held Thursday, November 7, state transportation officials dedicated the Ensign John R. Elliott Memorial Interchange, honoring the member of the United States Naval Academy graduate from Egg Harbor Township, N.J. killed in a collision with a drunken driver in July, 2000.

New Jersey Department of Transportation Commissioner Francis O’Connor joined the Elliott family and friends, State Senator Vince Polistina and other state and local officials at the Bellmawr Baseball Park to unveil signs commemorating the new Elliott interchange connecting I-295 and Route 42 near Philadelphia.

(Cont. on page 5)

300 Attend 13th Annual HERO Walk in O.C.



On Sunday, October 20, over 300 supporters and families of DUI victims gathered on the Ocean City Boardwalk for the 13th annual HERO Walk, raising more than \$40,000 for the John R. Elliott HERO Campaign for Designated Drivers. The event promotes safe driving and aims to prevent drunk driving.

A highlight of the day was the unveiling of a new Ocean City Police HERO Patrol car, sponsored by the Foster Karney Fund. The SUV, along with 12 others, featured the HERO Campaign’s message: "Be a HERO. Be a Designated Driver."

HERO Walk: A Day to Remember and Prevent

More than 300 friends, victim families and supporters from throughout South Jersey turned out for the 13th Annual HERO Walk to honor the memory of those we have lost and promote the use of designated drivers to prevent future drunk driving tragedies.



Students from area high schools showed their support



Friends and families pay tribute to the memories of lost loved ones



Families gather around the pictures of loved ones at the Memory Banners



Miss South Jersey Molly Pugliese sang a moving rendition of the National Anthem





Here's to Our Great **HEROTINI**[®] Mocktail Challenge **A·L·L·-·S·T·A·R·S**



1st Place Winner - The Windjammer Café Bar & Grille
Pictured: Kathy Ryan with the Elliott Family

Congratulations to our Top Ten!

1. The Windjammer Café Bar & Grille - \$6,411
2. Tennessee Avenue Beer Hall - \$6,000
3. Josie Kelly's Public House - \$3,805
4. Harbor Pines Golf Club - \$3,670
5. Linwood Country Club - \$2,611
6. Hard Rock Hotel & Casino - \$1,598
7. Gregory's Restaurant & Bar - \$1,481
8. Steve and Cookie's By The Bay - \$674
9. Caesars Atlantic City - \$331
10. The Crab Trap - \$148



2nd Place Winner - Tennessee Avenue Beer Hall
Pictured: Executive Chef Charles Soreth & General Manager of Tennessee Avenue Beer Hall Domenica DiStefano



3rd Place Winner - Josie Kelly's Public House
Pictured: Bob Layton, General Manager, with Claire Collins & Pat Capaldi & their families with the Elliott Family



Celebrity Judges: Scott Cronick, Nikki Balles, Robin Stoloff & Nancy Adler with the Winner and Runners Up for **Best Tasting Mocktail**, Judges' Choice: Anthony Franco, Robin Keele, Kristin Resch & Kim Anderson
**All photos credited to Steffen Klenk, Shore Local*



People's Choice: Best Tasting Mocktail
Justin Urbonas of Linwood Country Club holding his title for **1st Place**
2nd Place - The Windjammer Café Bar & Grille
3rd Place - Gregory's Restaurant & Bar



Judges' Choice: Best Tasting Mocktail
Anthony Franco of Dock's Oyster House holding his title for **1st Place**
2nd Place - The Crab Trap
3rd Place - Harbor Pines Golf Club



Thank you to all 27 of our bar and restaurant participants in the 2024 HEROTini[®] Mocktail Challenge!

Seven New HERO Patrol Cruisers Dedicated



In 2024, the HERO Campaign dedicated seven new police cruisers wrapped with the HERO Campaign's designated driving message, bringing the total to 29 HERO Cars.

Kramer Beverage celebrated its 100th Anniversary and sponsored the new Hammonton HERO Patrol Explorer at a ceremony held April 20. (right to left) Mark Kramer, President and member of the John R. Elliott Foundation Board; Charles Kramer, Chairman; Georgette Ruocco, Executive Assistant; Bill Elliott, HERO Campaign CEO; Police Chief Kevin Friel, and Hammonton Council Member Renee Rodio.



The Ocean City car, the second for Ocean City, was unveiled at the October 20 HERO Walk, sponsored by the Foster Karney Fund.



Lower Township Mayor Frank Sippel and Cape May Coast Guard Training Center Commanding Officer Warren Judge join Bill Elliott to unveil their 2nd HERO SUV.



The College of New Jersey dedicated its HERO SUV at a ceremony held April 23 in memory of TCNJ student Michael T. Sot, who was killed in a crash with a drunken driver in December 2018. Pictured are Michael's mother, Candice Sot (right), and friend Julia Sapia (left) at the 4th annual Michael T. Sot HERO Walk, held June 1 in Clark, NJ.



Lawrence Township's HERO Ford Explorer was unveiled November 7 at the dedication ceremony for the new Ensign John R. Elliott Memorial Interchange, with the help of Township Police Chief Christopher Longo and Mike Rizol, Director of the New Jersey Division of Highway Traffic Safety. The NJDHTS provided a grant to pay for the Lawrence Township and Lower Township HERO wraps.



In a July 6 ceremony, Cape May Police Chief Dekon Fashaw and the Elliott family unveiled its new Chevy Tahoe HERO Cruiser followed by the annual Independence Day Parade.



In a ceremony held August 31 at the U.S. Naval Academy, the Annapolis Police Department unveiled its new HERO Patrol Car in memory of Navy Ensign John Elliott of Egg Harbor Township, a 2000 graduate of the Naval Academy, who was killed two months after his graduation by a drunken driver. The HERO wrap was sponsored by HEROES Pub and the Beall family of Annapolis and Ocean City, N.J.

(Elliott Interchange, continued from page 1)

Two months after graduating from the United States Naval Academy in May, 2000, John Elliott was killed in a collision with a driver who had been arrested by police for DUI earlier the same evening, then released to a friend who allowed him to resume driving while still intoxicated.

Bill Elliott said his son would have chosen I-295 if the new exit had been available that night as a safer route to his family's home at the Jersey Shore. Instead, he chose Route 40, a two-lane undivided highway, where his life tragically intersected with a drunken driver. After two decades under construction, the new I-295-Route 42 Interchange opened in early 2024.

Twenty brightly colored HERO Patrol Cars from police departments throughout New Jersey also were on display at the ceremony, wrapped with blue and gold symbols of the John R. Elliott HERO Campaign for Designated Drivers, dedicated to his memory.

The newest HERO Patrol cruisers from Lower and Lawrence townships also were unveiled at the event. In 2001, the State of New Jersey also enacted "John's Law," which requires police to impound the cars of those arrested for DUI for 12 hours, to prevent them from driving while still intoxicated.

According to the State Police, 24,000 cars are impounded annually under John's Law.



The new Ensign John R. Elliott Memorial Interchange makes traveling from I-295 to the Jersey Shore faster, easier, and safer



State Senator Vince Polistina sponsored legislation to create the Ensign John R. Elliott Memorial Interchange



The Elliott family and New Jersey Department Commissioner Francis O'Connor display a replica of the Ensign John R. Elliott Memorial Interchange sign, which now can be seen on the approaches to the highway corridor connecting I-295 and Rte. 42 near the Walt Whitman Bridge in Camden County



HERO Campaign Holds Summer Mocktail Tasting Event on Atlantic City Boardwalk to Promote Designated Driving over July 4th Weekend

Atlantic City, N.J. – Casino bars and restaurants handed out non-alcoholic “mocktails” on the city’s Boardwalk July 2 as part of the HERO Campaign’s effort to raise awareness and promote designated driving ahead of the July 4 weekend.

The event marked the kickoff of the campaign’s HEROtini Mocktail Challenge to raise funds and crown the most popular mocktail from entries by 27 bars and taverns at the Jersey Shore. Members of the public were served samples of the non-alcoholic drinks and invited to pick their favorite by donating and voting at www.herotini.org.

Patrol cars from five police departments, wrapped in images of the HERO Campaign and carrying the message “Be a HERO. Be a Designated Driver” were parked around the Boardwalk pavilion in front of the Tropicana Atlantic City Casino Tuesday afternoon.



Left to right: Amanda Gorman, Johnny Blaze, Mecca Muhammad and Lynda Valle from Caesars and Harrah’s serve non-alcoholic mocktails at the HEROtini Tasting Day held July 2 at the Tropicana Pavilion on the Atlantic City Boardwalk.

HERO Campaign Attends Five Night Out Events

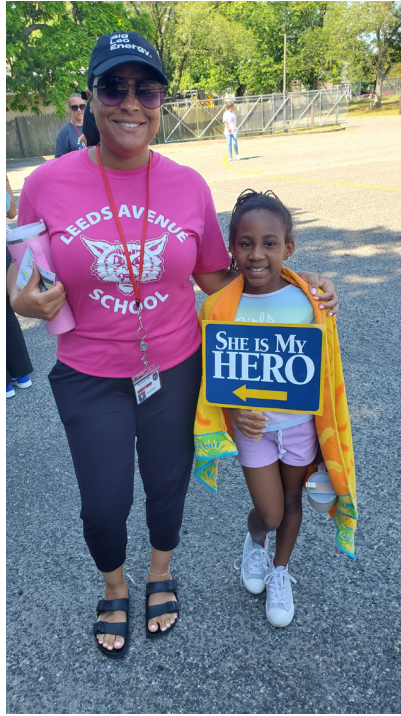


Members of the HERO Campaign staff and volunteers handed out t-shirts, wristbands and window decals promoting designated driving at August National Night Out events sponsored by police departments in Egg Harbor Township, Galloway, Linwood, Somers Point and Hammonton.



Alexa Moore (left), HERO of the Year 2023 volunteered at the Galloway Township National Night Out along with Colin Wojciechowski (right), HERO of the Year 2024.

Leeds School HERO Fun Day



We joined the Pleasantville police and fire departments for the Leeds Ave Elementary School Fun Day June 13. Many thanks to Maisha Moore and the Parent Teacher Association for inviting us to inspire a new generation of HEROES.

Cars & Coffee



Our HERO Campaign tent, staff and volunteers attended the annual Cars and Coffee car show in August, hosted by the Gabriel family. Held on the grounds of the Ocean City Tabernacle, the show featured hundreds of exotic and classic cars. The Gary Barbera Bear also tried out our HERO Campaign photo frame to promote designated driving.



Dan Brestle becomes the newest Board Member of the John R. Elliot HERO Campaign

Daniel J. Brestle of Longport, NJ has been appointed to the John R. Elliott Foundation Board of Trustees. Brestle is the retired vice chairman and president of Estée Lauder Companies, Inc. and is a retired United States Air Force Captain.

The 15-member foundation board oversees the governance of the John R. Elliott HERO Campaign for Designated Drivers and its mission to prevent drunk and impaired driving. “We are pleased and honored to have Dan join our board,” stated Bill Elliott, chairman of the John Elliott board. “We are looking forward to benefitting from his wealth of marketing and branding experience.”

Brestle was a three-sport graduate of Holy Spirit High School and earned a degree in applied economics from Villanova University. He served as a first lieutenant and transportation officer during the Vietnam War at Bien Hoa Air Force Base and was later promoted to Base Transportation Officer at Homestead AFB in Florida.

Brestle served in various marketing, distribution, and leadership positions with Estée Lauder over a 30-year career, including his responsibility for the Prescriptives, Clinique and Estée Lauder brands.

THANK YOU

Congratulations to Everyone who Participated in our 13th Annual John R. Elliott HERO Walk and 2024 HEROⁱⁿⁱ® Mocktail Challenge
You Raised \$80,000 to Help us Prevent Drunk Driving and Promote Designated Driving!

Thank You to Our Generous Sponsors



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HEROⁱⁿⁱ® Mocktail Challenge Sponsors



HEROⁱⁿⁱ® Challenge Contributing Sponsors



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Congratulations to our HEROⁱⁿⁱ® Contest Winners!



1st Place Winner
The Windjammer Café Bar Grille–Kathy Ryan holds up her trophy with the Elliott Family



2nd Place Winner
Tennessee Avenue Beer Hall–Executive Chef Charles Soreth & General Manager of Tennessee Avenue Beer Hall, Domenica DiStefano



3rd Place Winner
Josie Kelly's Public House–General Manager Bob Layton with Claire Collins, Pat Capaldi, and their families with the Elliott Family

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