



John R. Elliott HERO Campaign®

HERO Happenings

SPRING 2020

HERO Campaign Programs that Continue to Make Positive Impacts



1. DUI Victim Advocacy: The HERO Campaign staff works with families of DUI victims to honor their loved one's memory in their local communities and through educational programs at schools, sporting events, and businesses.



2. HERO Billboards: Billboards reminding motorists to "Be a HERO. Be a Designated Driver." or to honor the memories of DUI victims are sober reminders of the human cost of drinking and driving.



3. The HERO Video Network: The Campaign partners with high school and college media students to produce videos that encourage highway safety & responsibility, promote drunk driving prevention, and advocate for designated driving HEROES

Law Enforcement Vehicles Promote HERO Campaign Designated Driver Message

"HERO" patrol cars are serving as rolling billboards for the Campaign's signature message, "Be a HERO. Be a Designated Driver.®"

In its efforts to encourage sober designated driving, the HERO Campaign partners with police and sheriff's departments to feature HERO-inspired cruisers.



In 2019, the HERO Campaign partnered with Ocean City, NJ and a loyal supporter, Jane French, to unveil the first HERO police vehicle. Within a few months, five more HERO vehicles were on the road and two more in the works.

When not on patrol, the cruisers are displayed at community events or in a highly visible locations in the community like schools and sports venues. Officers find it an important

tool to use to educate students and the public about the importance of responsibility and the dangers of drinking and driving.

"We are excited to partner with the HERO Campaign and to help save lives by encouraging safe and sober designated drivers," Patrick Aiken, ANA Towing owner and HERO sponsor. "These vehicles will remind residents in our communities of the life-saving power of making smart, responsible decisions whenever people consume alcohol."

Thank you to the seven towns in New Jersey and the sponsors who kickstarted this program. Sponsors include: Kindle Auto Plaza, Hard Rock Casino Hotel Atlantic City, Car Toyz, Foster-Karney Foundation and the Building Trades Council of Southern New Jersey.

To learn more how your community can participate in the HERO wrapped law enforcement initiative, contact us at 609.626.3880 or info@HEROCampaign.org

Sports Fans & Students Take the HERO Pledge

Thank you to the fans of the New England Patriots & Revolution, Keeneland Race Course, Delaware Blue Coats, Stockton University Greek Life, Rutgers University Knights, Delaware University Students, University of Louisville and more!

"I pledge to be a safe and sober HERO Designated Driver for my friends and family and will plan for a safe way home if my activities involve alcohol."

From New England, to the Mid-Atlantic states, to the midwest, HERO Campaign fans of all ages are taking the HERO Pledge at community events, sports and entertainment venues, and along school hallways.

The 76ers Fieldhouse Stadium, home to the Delaware Blue Coats, is the newest professional sports organization to promote the HERO Campaign with a pledge drive. They joined Gillette Stadium in Foxborough, MA, home of the New England Patriots and Revolution; and the Keeneland Race Course in Lexington, KY.

Those who promise to be and to use safe and sober designated drivers deserve a reward! The HERO Campaign encourages sports and entertainment venues to give a free non-alcoholic beverage to the designated drivers.



Professional sports venues reward designated driver HEROES with a free non-alcoholic beverage for those who take the HERO Pledge to be a sober designated driver for friends and family.

Schools and universities distribute free tee shirts, wristbands and free ride share coupons.

"Designated drivers are truly HEROES. Our goal is to register 100,000 designated drivers nationwide and make the use of designated drivers as automatic as wearing a seatbelt." HERO Campaign Co-Founder and CEO Bill Elliott said.

The Campaign is available to assist in implementing our programs in your area. Please contact our office at 609.626.3880 or info@HEROCampaign.org

Who is your Favorite Designated Driver HERO?

Let us know who & why at info@HEROcampaign.org and you both could win a HERO T-shirt!

HERO Safe Ride Program

The HERO Safe Ride Program aims to stop drunk driving tragedies by offering free or discounted rides home through ride share services.

Communities and businesses are encouraged to partner with the HERO Campaign to help fund the ride-sharing initiative and make their communities safer.

The program works by offering patrons of HERO-partnered establishments free or discounted ride share credits, as well as the ability to leave their cars overnight in establishment parking lots during peak DUI season, including the holidays and the summer months.

The program may be funded by local grants, businesses that sell and distribute alcohol, insurance companies, and local merchants interested in investing in the safety of their community and patrons.

"We are excited to expand our life-saving HERO Safe Ride Program and to help other communities fight back against the number one preventable crime in America – drunk driving," Bill Elliott said. "Having a safe ride home is the best way to have fun and prevent a drunk driving tragedy."

Have your community join the HERO Safe Ride Program by contacting the John R. Elliott HERO Campaign for Designated Drivers® at 609.626.3880 or info@HEROcampaign.org.

Designated Driver HEROES are the life of any party or event that includes alcohol.



Calling all Highway HEROES

In 2020, the HERO Campaign is welcoming schools, local government and their agencies, and community businesses to get involved in the Highway HEROES initiative.

Be a HERO. Be a Designated Driver®. That's the heart of the HERO Campaign's message and the driving force behind its Highway HEROES initiative to keep our roads safe by distributing thousands of "Be a HERO" car window decals.

According to a survey by the Stockton University Polling Institute, of those who were aware of the HERO Campaign, 60 percent became familiar with the HERO Campaign through Be a HERO bumper stickers or car window decals. Many law enforcement agencies proudly promote the HERO Campaign through the HERO bumper stickers.



This program is easy to institute because it involves preventing drunk driving by distributing HERO decals that promote Designated Driver HEROES.

If you are behind a car with a HERO decal, you see the message and if you see enough of them, you get the message." Muriel Elliott, HERO Campaign Co-Founder said.

How to get started:

1. Determine the best venue in your community for distribution, from local businesses, school and community events or through public policing programs.
2. Display the decals on law enforcement vehicles.
3. Contact the HERO Campaign to learn how to receive the decals for your community.

Bar & Tavern HERO Partnerships

Encourage local bars and taverns in your community to help keep drunk drivers off of the road by promoting the HERO message.

How Bars & Taverns Participate

- Promote the John R. Elliott HERO Bar and Tavern Program for Designated Drivers through supplied posters and window decals.
- Offer at least one free soft drink, coffee or other non-alcoholic beverage to non-drinking designated drivers.
- Encourage patrons to be or use sober designated drivers.

For Personal Parties & HERO Establishments, Create a HEROTini® non-alcoholic mocktail for the DD.

Designated drivers should be rewarded with a special non-alcoholic beverage that makes them feel like they are part of the fun, with the ability to still drive everyone home safely.

Create and share your HEROTini® with us on social media, or enjoy this one:

Ingredients

- 3 oz. Arnold Palmer (Half Lemonade, Half Iced Tea)
- 1 oz. Fresh Squeezed Orange Juice
- Float of Ginger Beer

Garnish & Serve

- Orange Slice
- Lime Slice
- Serve in Mason Jar



Help The HERO Campaign Prevent Drunk Driving Tragedies

Make a donation at HEROcampaign.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.*



HEROcampaign.org

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