



John R. Elliott HERO Campaign®

HERO Happenings

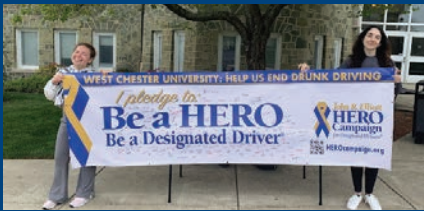
FALL 2022

Taken the HERO Pledge?

Thank you to the many HERO supporters who help us promote the HERO Campaign pledge to be or use a safe designated driver.



Madeline Heng of Ocean City HS Leadership Club inspires fellow students to take the HERO Pledge



Lizzie Gittleson & Lauren Katz encourage West Chester University students to sign HERO Pledge banner.



Absegami High School Future Business Leaders of America promotes the HERO Walk and HERO Pledge.



Hundreds of New England Patriots fans take the HERO Pledge during home games. This is an important program for Gillette Stadium because a high percentage of fans drive to the games.



HEROcampaign.org

Headquartered at Stockton University

HERO Campaign Offers DUI Prevention Simulator to Area High Schools

The HERO Campaign is proud to announce our newest tool toward ending drunk driving through an arcade-style program geared toward high school students.

Ocean City, NJ (October 2022) Two new interactive impaired-driving simulators designed to discourage distracted, drugged, and drunk driving were unveiled at Egg Harbor Township High School in Egg Harbor Township, NJ and Arthur L Johnson High School in Clark, NJ. The arcade-style computerized simulator gives students a firsthand experience of the dangers of driving under the influence or being distracted. It also focuses on the long-term consequences, including jail time, a criminal record and in some cases life or death,

to the 'impaired mode' they quickly understand how hard it is to keep control while driving when impaired or distracted. The simulator experience sends a strong message of responsible driving behavior."



Students at the 11th Annual John R. Elliott HERO Walk have a chance to preview the new HERO Campaign sponsored DUI simulator. Responses from students include a better understanding of what happens when you drive drunk. Area high schools will have access to the simulator in their driver's education classes.

The machines were purchased through a grant from the Honda USA Foundation and the Remembering Michael T. Sot HERO Walk. The South Jersey Transportation Planning Organization is assisting in transporting the

simulator to various schools and events. **For more information on the HERO Campaign's simulators, contact us at: info@HEROcampaign.org or 609.626.3880.**

According to Bill Elliott, founder of the HERO Campaign, "The students really enjoy trying out their skills when taking the wheel of the simulator in the 'standard mode.' However, when it switches

Walkers, Runners, Volunteers, & Sponsors Join Forces to Promote Safe Designated Driver HEROES

11th Annual John R. Elliott HERO Walk & 1-Mile Fun Run attracts over 400 participants!

Ocean City, NJ (October 16, 2022) The John R. Elliott HERO Campaign hosted its 11th HERO Walk and 1-Mile Fun Run on Sunday, October 16, 2022, on the Ocean City Boardwalk. Hundreds of supporters, along with families who have lost loved ones to drunk driving, participated in the walk-run event.

Just prior to the start of the HERO Walk, a ceremony was held to recognize the top Walk teams, along with the event's sponsors and volunteers. A memory banner displayed pictures of numerous victims who have lost their lives to drunk driving tragedies.

This year's event featured a display of HERO patrol cars from police departments throughout South Jersey, which serve as rolling billboards for the Campaign as they are wrapped with the HERO Campaign's blue and yellow logo and safety message, "Be a HERO. Be a Designated Driver."

Pictures continue on page 2.



HERO Campaign Events in 2022 that Spread our Message to Never Drink and Drive!



11th Annual John R. Elliott HERO Walk & 1-Mile Fun Run



Remembering Michael T. Sot HERO Walk



Michael T. Sot's family and friends came together in June of 2022, to remember Michael who was being a HERO Designated Driver for his friends, when he was killed by a drunk driver. The event raised over \$27,000 for the HERO Campaign in his memory. With the funds raised, a drunk-driver simulator was purchased for his high school, located in Clark New Jersey, to teach students the importance of responsible driving.

Team Matt Uhl BBQ Dinner



"Team Matt Uhl" hosted a BBQ Dinner where they raised \$11,545 for the 2022 HERO Walk in Matt's memory. Matt lost his life to a drunk driver while he was a student at Rowan University. Pictured with Al Uhl (center), Matt's father, are the Uhl's friends and family who are dedicated to promoting the use of safe and sober designated drivers so other families can avoid the pain they've experienced.

HERO Car Unveiling



The HERO Campaign kicked off Memorial Day Weekend by unveiling the newest HERO-wrapped patrol cars. Presently, eleven HERO police cars patrol the streets of south Jersey serving as rolling billboards. A twelfth is in the works.

National Night Out



Grateful for the many volunteers who helped promote the HERO message and asked participants to take the HERO pledge to never drink and drive during National Night Out in seven south Jersey cities. Thank you Northfield-Linwood Kiwanis, Fabbetti, Hale, Hammerstedt & Powers, PA, Egg Harbor Twp Mayor Paul Hodson, & Friends of HERO!



NJFL Fantasy Football Remembers Kevin Ade

Submitted by Bryan Mercer

“This is the second year that our fantasy football league, The NJFL, is donating to the Hero Campaign in memory of our former member, Kevin Ade. As Commissioner, I am honored to submit this donation on behalf of myself, Andrew, David, Eric, Gavin, Jamie, Jordan, Kevin W, Matt, Mike, Neil, Richard, and Ted. Kevin put up respectable fantasy seasons with 6-8 and 7-7 seasons, and we continue to award The Ade Cup to the champion every year. We make this donation recalling countless fun memories of his time in the league, in our classes, and in our lives.”



HERO^{ti}® Mocktails Promoted at Alvernia University



The Council on Chemical Abuse (COCA) in Berks County promotes sober designated drivers during Alcohol Awareness Month

Reading, PA (April 2022) Alvernia University and COCA partnered on

the campus to reach students during their lunch breaks, during alcohol awareness month which is April. The HERO Pledge drive featured mocktails including a “Lady Lavender”. “I thought having a mocktail at the table would help us reach more students,” according to Paige Carrol, COCA Drug & Alcohol Prevention Specialist.

COCA continued to promote mocktails on Cinco de Mayo by posting some delicious strawberry margarita mocktails.



HERO Campaign Volunteers are the BEST!!!

Thank you to our dedicated volunteers!



Thank You John R. Elliott HERO Walk Sponsors



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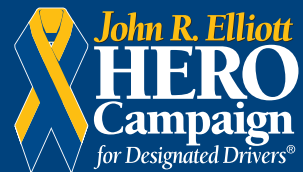
Help The HERO Campaign Prevent Drunk Driving Tragedies

Make a donation at HEROcampaig.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.



HEROcampaig.org

609-626-3880 • 1-866-700-4376

info@HEROcampaig.org

