

The HERO Campaign for Designated Drivers®

How to be a HERO Bar/Tavern

For Establishments Serving Alcohol

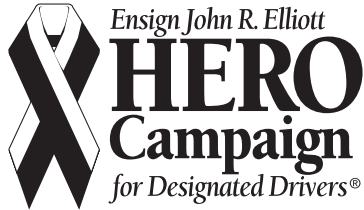
The campaign goal is simple: to encourage more people to become sober designated drivers in order to reduce the number of drunk driving fatalities and injuries in our state and nation. We hope you will join us.

How to Participate:

- Establishments are requested to sign a pledge and return it to the HERO office agreeing to the following procedures...
- Owners and servers can promote the program through the usage of posters, brochures and window decals which are produced and supplied by the HERO Campaign for Designated Drivers®.
- Establishments may purchase “Be a HERO” wristbands. They can either resell them or give them to appropriate designated drivers.
- Establishments offer to serve free soft drinks, coffee or other non-alcoholic beverages to non-drinking designated drivers.
- Participating establishments may display the HERO window decals on or near the front door to identify themselves as a Campaign participant.

The HERO Campaign for Designated Drivers is a not-for-profit organization dedicated to promoting the use of sober designated drivers to prevent drunk driving tragedies.





HERO CAMPAIGN PLEDGE FORM

As a participating Member of the HERO Campaign for Designated Drivers[®], we hereby pledge to do the following:

- Post and display HERO Campaign posters and promotional materials in our establishment.
- Encourage patrons to be or use sober designated drivers.
- Offer at least one free soft drink or non-alcoholic beverage to a sober designated driver for one or more patrons.
- Allow the HERO Campaign to promote our establishment as a participant in the HERO Campaign.
- Stay in contact with the HERO Campaign representatives to request materials and provide feedback on the program.

CONTACT INFORMATION:

Business Name _____

Contact Name _____ Date _____

Street Address _____

City _____ State _____ Zip _____

County _____

Phone _____ Fax _____

E-mail _____ Website _____

After completing, please either give the original copy to the person who gave this to you, or fax it to 609-272-1345 or mail it to HERO Campaign for Designated Drivers[®]
P.O. Box 700 • Somers Point, NJ 08244

Thank you for your support • www.herocampaign.org • 609-272-0100