

Be a HERO

If you would like to support the HERO Campaign for Designated Drivers® or become a campaign member or purchase wristbands, please fill out and return this form along with your tax deductible contribution/payment, made payable to the HERO Campaign.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail address _____

My Contribution is enclosed

I am purchasing ___ 10 ___ 25 ___ 50 ___ 100 wristbands at \$1 each. My payment, including \$3.50 S/H is enclosed. (minimum 10 wristband purchase required.)

Check



Credit Card Number _____

Expiration Date _____

Send contributions/payments to:

The John R. Elliott Foundation
P.O. Box 700, Somers Point, NJ 08244
1-866-700-HERO (4376)
www.herocampaign.org

The John R. Elliott Foundation, an
IRS 501 (c) (3) not for profit corporation
(tax I.D. no. 22-376-0241).

The Heart of a Hero

Early on the morning of July 22, 2000, we lost our son John to a drunken driver. The circumstances of his death are an American tragedy.

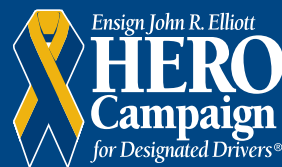


John was travelling home from Annapolis, MD for his mother's birthday when he was killed in a head-on collision. The other driver had been arrested earlier in the evening on DUI charges then released. The intoxicated driver got back behind the wheel of his SUV, resumed driving and struck John's car, killing them both. John will be dearly missed by our family and all who knew him, but he will live on in our hearts forever.

As an organ donor, John continues to give the gift of life to countless transplant recipients throughout our region. On August 1, 2001, New Jersey adopted "John's Law 1," which requires police to impound the cars of drunken drivers for up to 12 hours.

On August 27, 2003 New Jersey also adopted "John's Law 2" which allows police to detain DUI suspects for up to eight hours.

In August, 2005, President Bush signed a federal John's Law, encouraging states to adopt DUI car impoundments.



P.O. Box 700, Somers Point, New Jersey 08244
609-272-0100 • 1-866-700-HERO (4376)

www.herocampaign.org

THE JOHN R. ELLIOTT HERO CAMPAIGN FOR DESIGNATED DRIVERS®



www.herocampaign.org

Be A HERO... Be A Designated Driver • www.herocampaign.org



JOHN ELLIOTT graduated in May 2000 from the United States Naval Academy with a B.S. in Systems Engineering, and received his commission as an Ensign in the United

States Navy. He was preparing to attend Naval Flight Officer School in Pensacola, FL when he was killed in a head-on collision with a drunken driver.

John grew up in Egg Harbor Township, NJ, and was a National Merit Scholar, President of his class, and a member of the football and tennis teams at Egg Harbor Township High School. At the Naval Academy he was a Squad leader and Platoon commander, and a member of the 5th Battalion and Regimental championship racquetball team.

John was recognized for his achievements in academics, leadership and athletics and was a true officer and a gentleman. At the Academy, John distinguished himself as a Human Education Resource Officer (HERO) and was selected the outstanding HERO in his class. In his honor and in an effort to end drunk driving fatalities and accidents, the HERO Campaign has been established.

HERO CAMPAIGN OBJECTIVES

The HERO Campaign promotes the use of sober designated drivers to keep drunken drivers off our highways. We work with schools, colleges, bars, taverns, restaurants sports stadiums, local and state government agencies and law enforcement to bring and end to drunk driving in our nation. Here's how you can help us to achieve our goals:



Be a Designated Driver Our goal is to register one million designated driver HEROES nationwide. You can be one of them.

Hero Wristbands and Car Decals Wear a HERO wristband and display a HERO window decal on your car. Receive a free non-alcoholic drink at participating taverns and restaurants. The New Jersey Restaurant Association is a proud supporter of the HERO Campaign.

HERO Taverns and Restaurants Help recruit tavern and restaurant owners, and sports stadiums to become active participants. Ask them to display HERO posters and pledge to serve free non-alcoholic drinks to designated drivers.

HERO Chapters at High Schools and Colleges We can help you establish a HERO chapter at your high school or college with promotional materials, administrative support, and ideas for events and activities such as our HEROlympics competitions and HERO Fest non-alcoholic music festivals.

HERO States Contact your legislative representatives and encourage them to have your state declared a HERO State in support of the HERO Campaign.

To learn more and/or register for any of these programs go to www.herocampaign.org.

HERO PLEDGE

- DRIVE SOBER • BE A DESIGNATED DRIVER
- DON'T LET YOUR FRIENDS DRINK & DRIVE

How You Can Help

1. Be a designated driver for your friends and loved ones. Register online!
2. Be a HERO and purchase our wristbands. (10 wristband minimum order plus shipping and handling - see other side)
3. Become a Corporate Sponsor. For sponsorship information call 1-866-700-HERO (4376).
4. Establish the HERO Campaign at your high school or college. For more information, www.herocampaign.org.
5. Be a HERO Campaign Volunteer for our annual golf tournament, speakers bureau, or school education programs.
6. Make a tax-deductible contribution to the HERO Campaign (see other side)

With your help we can bring an end to the almost 17,000 fatalities and 350,000 injuries caused by drunken drivers each year in our country.

Thank you for your support.

Be a HERO.

Be a Designated Driver®!