



# HERO Happenings

WINTER 2014

## BREAK THROUGH STORIES...

Log onto our website or like our Facebook page for the most up-to-date news on the HERO Campaign

[www.herocampaign.org](http://www.herocampaign.org)

## Heroes at Work!



More than 500 students, faculty, alumni and school staff participated in the Egg Harbor Township High School Future Business Leaders of America Club's Nerf Ball Tournament. The event raised close to \$5000 for the Campaign.



For a fourth consecutive season, the New England

Patriots took the top record among all NFL teams for having the most fans pledge to be designated drivers. Close to 20,000 pledged to drive sober and get their friends and family home safely.

## Thank You!

### NEW HERO MEMBERS

Bar Anticipation • SugarHouse Casino  
Professional Firefighters of Sierra Vista - L4492  
Mohegan Sun at Pocono Downs

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## Pennsylvania Launches HERO Campaign

Multiple Pennsylvania Agencies Promote the Campaign through Highway Digital Message Boards, Posters and Car Window Decals Distributed at DUI Checkpoints.

**HARRISBURG, PA** – On December 19, 2013, the Pennsylvania State Police, Pennsylvania Liquor Control Board and PennDOT officially launched the John R. Elliott HERO Campaign to promote safe and sober designated driving in the Commonwealth.

“Every single injury and death caused by drunk driving is totally preventable by not driving under the influence,” said State Police Commissioner Frank Noonan.

“We are proud to bring the HERO Campaign to Pennsylvania to help prevent drunken driving tragedies like the one that took the life of our son,” said Bill Elliott, John’s father.

“Drunk and drugged driving remains a major concern in Pennsylvania, and unfortunately this is completely preventable,” PennDOT Executive Deputy Secretary Brad Mallory said.

Liquor Control Board chairman Joseph “Skip” Brion also pledged his support for the HERO Campaign, by promoting it to licensees throughout Pennsylvania.



Standing: State Police Public Information Officer Trooper Adam M. Reed, Deputy Transportation Secretary Brad Mallow, State Police Colonel Frank Noonan, PLCB Chairman Joseph “Skip” Brion, Public Information Officer for Troop H Trooper Robert T. Hicks. Seated: Ken and Debby Iwaniec, Bill Elliott, Red Robin Lehigh Valley Restaurant Group CEO Jim Ryan.

The HERO launch was held at the Red Robin in Harrisburg. Helping to support the event were the parents of Kenton Iwaniec a PA state trooper who lost his life to a drunk driver in 2008.

“The Lehigh Valley Restaurant Group is proud to be a corporate sponsor for the HERO Campaign in Pennsylvania,” said Jim Ryan, CEO, Lehigh Valley Restaurant Group, Inc. “We applaud Bill and Muriel Elliott for their ongoing commitment to expand the HERO Campaign into Pennsylvania.”

## Over 3000 Join in HERO Walks in 2013

From Ocean City, New Jersey to Gillette Stadium in Boston, Massachusetts to the University of Delaware in Newark, NJ, HERO supporters show their commitment.



TOP: The 3rd Annual John R. Elliott HERO Walk on the Ocean City Boardwalk attracted over 2000 participants on October 6th. BOTTOM LEFT: The Inaugural HERO Walk at Gillette Stadium on October 20th attracted 800 participants in partnership with the New England Patriots and the Office of Norfolk County District Attorney Michael Morrissey. BOTTOM RIGHT: The third 2013 HERO Walk was held October 26th at the University of Delaware in partnership with the Campus Police, Student Wellness, and the Delaware Restaurant Association.. Continued on next page – HERO Walk

## Elliotts are Grand Marshals for NASCAR Race

Race held on the famed "Monster Mile" at Dover International Speedway.

**Dover, DE** - Bill and Muriel Elliott, founders of the John R. Elliott HERO Campaign for Designated Drivers®, served as Grand Marshals for the "Drive Sober 150", NASCAR K&N Pro Series East Race on September 27, 2013. The race was presented by the Delaware Office of Highway Safety, which has partnered with the HERO Campaign since 2006 to prevent drunken driving tragedies like the one that took the life of the Elliott's son John in July, 2000.

The Elliotts rode in the pace car and were the official starters for the race. No.96 Ben Kennedy Racing Chevrolet had the HERO logo displayed on his car.

"We are excited to have the Elliotts and the HERO Campaign join us for the "Drive Sober 150" and be part of our Drive Sober Campaign," said Jana Simpler, Director for the Delaware Office of Highway Safety.

The HERO Campaign also registered over 650 designated drivers at the event.



HERO Campaign founders Bill and Muriel Elliott accept the checkered flag as Grand Marshals for the September 27 NASCAR K&N SERIES "Drive Sober 150" Race at Dover International Speedway. Joining them are Denis McGlynn, President of Dover Motorsports, Inc., and Jana Simpler, Director of the Delaware Office of Highway Safety, which sponsored the race.

Bill Elliott said he and his wife Muriel appreciated being selected as Grand Marshals for the race and look forward to expanding the HERO Campaign's exposure to the NASCAR racing community. "We want to thank the Delaware Office of Highway Safety for helping us save lives by promoting the use of safe and sober designated drivers," Elliott said.

**Sign up Today!**  
14TH ANNUAL  
**JOHN R. ELLIOTT**  
**BE A HERO**  
GOLF TOURNAMENT  
Wednesday, May 14, 2014  
Sand Barren Golf Club  
For more Information: 609.626.3880 or  
[www.beaherogolf.org](http://www.beaherogolf.org)

### HERO Walks

Three HERO Walks in three weeks in three states helped to reinforce the HERO Campaign's message: **Be a HERO. Be a Designated Driver®** to thousands of people.

Egg Harbor Township was the top fundraising school district. Kelly Halliday from Ocean City captained the top high school fundraising team. A new team, Matt Uhl, was the top memory team joining other large memory teams: Chad's Champions, Imagine and RyDog.

Check out our Facebook Page for Walk photos.

The Stockton College Team shows great enthusiasm and support for the Ocean City HERO Walk.



## New Jersey Association of Student Councils (NJASC)

Partnering with NJASC High Schools is a Winner for HERO & the Students

The HERO Campaign as this year's official charity has joined with the NJASC to reach students across the state and promote the use of safe and sober designated drivers through awareness and fundraising events. Students have developed creative and successful ways to raise funds and to get their peers to pledge to be responsible drivers. Shawnee High School made a video promoting the Campaign and their fund raising efforts, while Randolph High School raised \$7500 with penny wars, a homecoming dance and other activities.

Learn more at [www.beaherohs.org](http://www.beaherohs.org)

## Help The HERO Campaign to Grow

Make a donation online at [www.herocampaign.org](http://www.herocampaign.org) or send a check to:

The John R. Elliott HERO Campaign for Designated Drivers® • P.O. Box 700 • Somers Point, NJ 08244

All donations are Tax Deductible. The John E. Elliott HERO Campaign for Designated Drivers® is an official program of the John R. Elliott Foundation, an IRS 501 (c)(3) not-for-profit corporation. *Thank you for your support.*

## JOIN A HERO WALK!



### Monmouth County, NJ

**SUNDAY, JUNE 8, 2014**

Brookdale Community College • Lincroft, NJ

9am Registration • 11am Walk

### OCEAN CITY, NJ

**SUNDAY, OCTOBER 5, 2014**

6th & the Boardwalk

9am Registration • 11am Walk

### 4 Easy Ways to Show Support

1. Create or Join a Team of Walkers
2. Walk as Individual or Family
3. Be a Sponsor • 4. Donate to a Walk

LEARN MORE: [www.theherowalk.org](http://www.theherowalk.org)  
[herowalk@herocampaign.org](mailto:herowalk@herocampaign.org) • 609.626.3880



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