



HERO Happenings

FALL 2014

BREAKTHROUGH STORIES...

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

Hero Challenge!



Join the 100,000 HEROES Challenge, TODAY!

Here are a few ways for you to join us in getting 100,000 people to take the HERO Pledge to be or use a designated driver:

1. Go to herocampaign.org and click on the "Take the HERO Pledge" Button
2. Contact HERO at Info@herocampaign.org or 609-626-3880 and ask for a HERO pledge form for friends, family and events
3. Display a "Be a HERO" decal on your car window or bumper

Thank You!



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John R. Elliott HERO Walk Launches the 100,000 HEROES Challenge

Over 1500 hats are tossed in the air to honor our HEROES – Designated Drivers



The 5k Walk under sunny skies began when the participants threw their painter's hats, donated by Sherwin-Williams, into the air at the same time.

Ocean City, NJ (October 5, 2014) – The John R. Elliott HERO Campaign's "Hats Off to HEROES" was officially launched at the 4th annual HERO Walk in Ocean City, NJ on October 5th. About 1,500 walkers took part in the Boardwalk event raising approximately \$80,000 for the HERO Campaign.

"Hats Off to HEROES" begins the 100,000 HEROES Challenge in New Jersey, Pennsylvania and Delaware, in which the HERO Campaign seeks to have 100,000 people take the HERO pledge to be, or to use, a designated driver when needed.

"The Walk and the 'Hats Off to HEROES' was our hallmark event kicking off our 15th anniversary year," said Bill Elliott, chairman of the HERO Campaign. "It is our way of acknowledging the people who serve as designated drivers and make the roads safer for all of us.

"Thanks to everyone who supported this event including the incredible school, memory and community teams, and our dedicated sponsors," Elliott said. "This is the fourth year we have been in Ocean City and we hope to see everyone in 2015."

The John R. Elliott Foundation Invites You to Join the HERO Society

The HERO Society's purpose is to provide annual funding for our important programs.

The HERO Society, a new annual giving membership program of the John R. Elliott Foundation, was officially launched in October with the first meeting of the Society committee at Great Bay Country Club in Somers Point.

The HERO Society's purpose is to provide significant funding for the HERO Campaign to help support its mission to prevent drunk driving tragedies by promoting safe and sober

designated drivers. The Society's goal is to raise, \$500,000 during 2015, the HERO Campaign's 15th anniversary year.

With the support of HERO Society members, HERO will continue its expansion in New Jersey, Pennsylvania, Delaware and other areas from Boston to Louisville," said Bill Elliott, chairman.



Saving Lives... One Designated Driver at a Time.

Continued on Back: HERO Society

HERO Campaign to be Featured at Kentucky Derby

Show Your Support... Take the HERO Pledge... Run for HERO

Louisville, KY (2015) – The Kentucky Derby Festival, which culminates with the running of the Kentucky Derby at Churchill Downs in Louisville, KY, will have a HERO Campaign presence in 2015.

The Festival runs from April 18 to May 1. It features air shows, fireworks, cycling events, marathons and mini-marathons and a week-long Waterfront Jam concert series presented by the John R. Elliott HERO Campaign and the Kentucky Office of Highway Safety.



At the concerts starting April 23, the HERO Campaign is planning a “HERO Hat Toss” and will have a HERO tent that will encourage all attendees to take the HERO Campaign Designated Driver Pledge. Local runners also will be able to pledge their support for the HERO Campaign in the Derby mini-marathon April 25.

For information on how to join HERO at the mini-marathon or other Derby related events, contact us at 1.866.700.HERO (4376) or info@herocampaign.org

Tumblers Help Identify the HEROES of the Night

Bars and Taverns will serve free soft drinks in new HERO Cups.

Pennsylvania & New Jersey - Special HERO Campaign drinking tumblers will soon be appearing at select locations in New Jersey and Pennsylvania.

The tumblers, each of which bears the HERO Campaign logo, are meant to be served by bars and taverns to the designated driver in a group. The establishment will provide free soft drinks in the tumblers to designated drivers.



About 250 HERO Campaign tumblers were distributed at November's meeting of the New Jersey Licensed Beverage Association convention at the Golden Nugget casino in Atlantic City. The cost of producing the New Jersey tumblers was donated by the Singer Equipment Company, Inc.

In Pennsylvania, approximately 3,000 tumblers are being produced, with the cost covered by a \$10,000 grant from the Pennsylvania Liquor Control Board. These will also be distributed among bars and taverns to be used for designated drivers.



HERO Society Continued from Front

Among planned HERO Society events are a celebrity reception at the Palm Restaurant next spring in Atlantic City and a 15th-year gala dinner celebration slated for July. An evening reception at Caffe Aldo Lamberti in Cherry Hill is planned for April 17.

The HERO Society invites individuals or groups to become members at six different levels. The Ensign Sponsor is for those making a \$500 contribution, while

the highest level is the HERO Sponsor, for a \$25,000 contribution. There are four levels of sponsorship in between.

Each of the sponsor levels comes with at least two invitations to the HERO Campaign's 15th Anniversary Gala in July. Levels above the Ensign Sponsor include additional benefits, such as player and sponsor options for the annual “Be a HERO” golf tournament, and sponsorship in the annual HERO Walk.



Help The HERO Campaign to Grow

Make a donation online at 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.*

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