



John R. Elliott HERO Campaign®

HERO Happenings

FALL 2017

The Great "HEROTINI"® Mocktail Challenge!



Tomatoe's of Margate was awarded this unique HEROTini® trophy for the winning mocktail. The "No-Jito" was created by Lauren Genova. Kathy Ryan of the Windjammer was crowned Best HERO Bartender.

The Great HEROTini® Mocktail Challenge

More than 350,000 votes were cast in the HERO Campaign's summer-long contest to find the best mocktail at the Jersey Shore!

South Jersey (Summer 2017) – The summer's hottest competition was zero-proof and tons of fun! From Memorial Day to Labor Day the Great HEROTini® Mocktail Challenge spotlighted 33 bars, taverns and restaurants, who entered their signature alcohol-free drinks to earn top honors from the HERO Campaign.

HEROTini® Happening Gala Reveals Winners

The winners were announced on September 14th at Stockton Seaview Hotel & Golf Resort during the HEROTini® Happening celebration.

More photos on back page.

Best Tasting HEROTini® & Best HERO Establishment

The "No-Jito" from Tomatoe's

Best HERO Bartender

Kathy Ryan of the Windjammer for "John's Chocolate Chip Delight"

Best HERO Drink Name

"Berry Sobertini" from Bar One at Resorts

Talk of the Town Award

Ducktown for the "Coagulated Mary"

People's Choice Award

Sofia's of Margate

"These drinks are delicious and sophisticated," said Muriel Elliott, who created the HEROTini name and contest. "Now designated drivers can join in the fun and drive home everyone safely."



7th Annual John R. Elliott HERO Walk Kicks Off with an Inaugural 5k HERO Run

Congratulations to the Top 5k Runners who won FitBits

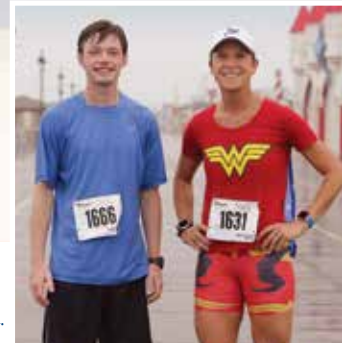
Ocean City, NJ (October 29, 2017) Hundreds of dedicated supporters came out despite the rain to promote designated driving and make 7th Annual John R. Elliott HERO Walk & Inaugural 5k Run a success.

With many of the events held inside at the Ocean City Civic Center, runners and walkers still braved the elements to walk and run in support of the HERO Campaign and its mission to prevent drunk driving. Over 50 runners competed in the first HERO 5K Boardwalk Run, while victim families and friends walked in memory of loved ones lost to drunk driving tragedies, along with hundreds of supporters and advocates devoted to the life-saving cause.

More photos on page 3.



Pictured above is Leah of HERO Walk Team "For CC." On the right are the winners of the Inaugural 5K HERO Run: Jeremiah Lowe, 17, (left,) who won in the men's category; and Carrie Merritt, 38, (right,) the winner of the women's run.



John R. Elliott
HERO
Campaign
for Designated Drivers®

HEROcampaing.org

Headquartered at Stockton University



Whether during the holidays or anytime during the year, it is special to honor or remember your loved ones with a donation to HEROcampaing.org. Thank you.



Elliott's Reward Designated Drivers at DUI Stops in EHT

"Our son was killed because someone didn't drive his friend home. We want to thank the HEROES who are designated drivers for their friends and family."

Egg Harbor Township, NJ (Summer 2017) A random screening process by the Police Department landed a driver from Virginia in an impaired-driving checkpoint at Harbor Square Shopping Center as he and his passengers were out for a drive Friday night.

"I want to thank you for making a choice not to drive drunk tonight," Elliott told the driver before explaining the mission of the HERO Campaign and handing the driver a free T-shirt and a pledge card as he encouraged him to continue to offer to be a designated driver. "You can join the good guys' club now."

The interaction involving both Elliott and his wife, Muriel, of Egg Harbor Township, was one of dozens that took place during the overnight checkpoint, part of a summer-long initiative throughout Atlantic County. Egg Harbor Township police Sgt. Cherie Burgan said the checkpoint is not aimed at catching people driving while impaired, but rather about educating motorists to make better choices.



The OceanFirst Foundation presented a \$5,000 donation to the John R. Elliott HERO Campaign for Designated Drivers® on Wednesday, July 19, 2017. From left are Bill Elliott, Co-Founder of the John R. Elliott HERO Campaign for Designated Drivers,® Jean Jacobson, VP of Community Relations of OceanFirst Bank, Muriel Elliott, Co-Founder of the John R. Elliott HERO Campaign for Designated Drivers,® Nancy Westcoat, AVP of Business Development of OceanFirst Bank and Kathy Durante, Executive Director of the OceanFirst Foundation.



Uber Offers Reward in HERO Partnership

Encourages HEROES to take the HERO Pledge for Uber discount

Sea Isle City, NJ (June 2017) At a June ceremony at Sea Isle City with Mayor Len Desiderio, Uber and the HERO Campaign announced a discounted safe-ride program throughout New Jersey. Uber customers who take the online HERO Pledge at HEROCampaign.org – not to drink and drive will receive a \$10 credit toward their next ride with Uber through June, 2018.

How to take the HERO Pledge and get your \$10 Uber code within New Jersey

Text HEROUber to 51555 • Complete and submit the pledge form • On the confirmation screen you will receive a unique Uber promo code • Open the Uber app • Select PAYMENT from the app menu. • Tap Add Promo Code. • Enter your promo code and tap Apply • You'll receive \$10 off the next Uber trip within New Jersey



HERO Campaign message promoted at annual Night in Venice Boat Parade

Thank you to Viking Yachts for providing the HERO boat In Ocean City, NJ

Ocean City, NJ (July 2017) – Thousands of people along the Night in Venice boat parade route saw the very important message "Be a HERO. Be a Designated Driver®". This year, the boat featured the photo of Matt Uhl, a Rowan University student, who was killed by a drunk driver as he was walking near the fraternity house where he was a member. Matt's parents Dawn & Al Uhl, (Al is employed at Viking Yachts) joined the Elliotts for the evening to help promote designated driving.

Bill and Muriel Elliott, founders of the John R. Elliott HERO Campaign for Designated Drivers®, recognized Dr. Harvey Kesselman, President of Stockton University during the Great HEROTini® Happening in September.

The plaque presented to Dr. Kesselman included the quote: "With sincere appreciation to Dr. Harvey Kesselman and to your board, faculty, staff and students for hosting and generously supporting the John R. Elliott HERO Campaign for Designated Drivers®."

The HERO Campaign is headquartered at Stockton in Galloway, New Jersey. Pictured is Dr. Kesselman and his wife Lynne.



John's Memorial Upgraded and Officially Dedicated in July

Thank you to the volunteer craftsman from the Ironworkers Local 399 and the Bricklayers Local 5

Upper Pittsgrove Township, NJ (September 2017) One day prior to the 17th anniversary of the day Navy Ensign John Elliott lost his life to a drunk driver, more than 50 dignitaries, elected officials, friends and supporters joined the Elliott family to dedicate a new memorial in his memory on Route 40 in Upper Pittsgrove Township. The monument was donated by members of Bricklayers Local 5 and Ironworkers Local 399.



"At the ceremony, New Jersey State Senate President Stephen Sweeney also announced the renaming of the stretch of road where Ensign Elliott lost his life as the John R. Elliott Memorial Highway. "This was a young man who did everything right and had his whole life ahead of him when he lost his life on the way to see his mother on her birthday. When people go by, it should make them think twice before they drink and drive," Sweeney said.



Rich Sweeney, President of Ironworkers Local 399, Bill Elliott, Founder of the John R. Elliott HERO Campaign and Rich Tolson, Director – NJ Bricklayers and Allied Craftworkers.

Governor Chris Christie signed legislation passed by the New Jersey Senate and Assembly creating the John R. Elliott Memorial Highway.



Chad's Champions Golf Outing Raises \$23,000 for HERO

This donation to the HERO Campaign makes the Horne Family one of the largest sponsors for the 2017 HERO Walk & 5K Run in memory of their son Chad who was killed by a drunk driver.

Jackson, NJ (September 2017) – The 2nd Annual Chad's Champions Golf Outing, benefiting the HERO Campaign, was a success! Sixty-five golfers spent the day on the links at Pine Barrens Golf Club on September 17th followed by a buffet dinner and awards presentation.

In the words of Mike Horne... "If you need help with the golf shot, I'll be the Designated Driver."

"Thank you to the Horne Family, sponsors and golfers for making the annual Chad's Champions Golf Outing such a successful event! Your continued support helps us promote the use of safe and sober designated driving," said Bill Elliott.





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 Mocktail Challenge!
 HAPPENING 2017



Help The HERO Campaign Prevent Drunk Driving Tragedies

Make a donation at HEROcampaign.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.*



HEROcampaign.org

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