



John R. Elliott HERO Campaign®

HERO Happenings

SUMMER 2018

How your donations are used to help reduce drunk driving...

1. "Be a HERO" Decal Distribution

According to a survey taken by the Stockton Polling Institute of William J. Hughes Center for Public Policy, 60 percent of the respondents who knew of the HERO Campaign became familiar with the Campaign through bumper stickers or window decals. We distribute thousands of HERO decals at no charge to local and state law officials, at community events and venues, through local businesses and student educational programs.

2. HERO Billboards We are grateful to billboard companies who donate the space for the HERO message to either promote designated driving or reward a New Jersey university student for being recognized by their peers as a HERO. However, we pay for printed vinyl or paper to cover the billboard space. Seventy-seven percent of the Stockton Poll respondents familiar with the Campaign credited billboards for their awareness.

3. HERO Video Network (HVN) First we are working with high school and college level students to create and produce videos that promote the importance of responsible driving behavior. Secondly, we are providing a platform for victim families to share their stories in an effort to reinforce their commitment of stopping this preventable crime.

4. Social Media Whether it is our Facebook posts, Tweets, Instagram photos or website, the HERO team is constantly reminding the public to be a HERO every day.

We have worked hard to "make being the designated driver cool" and plan to continue to spread our message with your support. Thank You!

John R. Elliott
HERO
Campaign
for Designated Drivers®
HEROcampaign.org

Headquartered at Stockton University

Join the John R. Elliott HERO Walk & 5k Run

Save the date for Sunday, October 21, 2018 on the Ocean City, NJ Boardwalk

Ocean City, NJ – We are looking forward to our 8th Annual John R. Elliott HERO Walk and 2nd Annual HERO 5k Run to raise awareness of the importance of responsible driving behaviors.

A time to remember those who have lost their lives to a drunk driver

Approximately 10,000 people lose their lives annually in the United States to a drunk driver. The HERO Campaign has created many programs to reduce that number. Yearly, local victim families join the HERO Walk & Run to remember their loved one and do whatever it takes to make sure no more families and friends have to go through what they have.

Focusing on making a difference

The HERO Walk & Run is open to all ages and abilities. We focus on raising awareness with students from middle school through college age by asking them to create teams and fund-raise toward programs that save lives. We proudly work with many businesses and community organizations who encourage participation.

Walk, Run, Donate! HeroWalkRun.org

October 21, 2018 • 6th & the Boardwalk

Run: 9:30 am • Walk: 11:00 am

Registration starts 8:30 am

Awards and Recognition Ceremony: 10:30 am



Thank you to our Highway HEROES!

Highway HEROES are receiving rewards for displaying the "Be a HERO. Be a Designated Driver®" decals and magnets on their cars all over South Jersey.

South Jersey (Summer/Fall 2018) Highway HEROES throughout South Jersey with a Be a HERO Decal or Magnet on their vehicle have been rewarded with instant prizes when their decal is spotted by the HERO Campaign. Instant

prizes found on windshields include gift cards from local businesses. A few lucky Highway HEROES will win a AC casino getaway grand prize. A HERO's commitment to helping end drunk driving makes everyone a winner!



JOIN THE HIGHWAY HEROES! Locate a HERO car decal distributor at HEROcampaign.org and click on Highway HEROES. Or call us at 609.626.3880. Proudly display your HERO decal.

Thank you 2017 HERO Walk & 5K Run Supporters and HERO Club Members!

WALK/RUN PLATINUM

Iron Workers Local
Union 399
Stockton University
Viking Yachts

WALK/RUN GOLD

AtlantiCare
Gillians Wonderland
OceanFirst

WALK/RUN SILVER

Baumgardner Family
Borgata
Foster-Karney
Foundation
Friedman, LLP
Hurley in the Morning
Golf Tournament
Kindle Ford
National Beer
Wholesalers Assn.
NJM Insurance Group
Ocean City PBA
Resorts Casino Hotel
Sam's Club
The Windjammer
Uber

WALK/RUN BRONZE

1st Bank of Sea Isle City
Anchorage Tavern
Atlantic City Electric
Circle Liquor Store
Copier's Plus
D'Arcy Johnson Day
Lawyers
Fitzpatrick's Deli and
Steakhouse
Gabriel Building Group
Glenn Insurance
Greate Bay
Harrison Beverage
Henry's Landmark
Jewelers
Hula Grill/Hula Sauces
Kohls Cares
Mary Ann Kull

La PizzaTega
McKenna Family
Foundation
Nancy Adler Nutrition
Original Fudge Kitchen
R. Palmieri Electric
Siganos Management
Smithville Inn
SOSH Architects
Angelo & JoAnne
Sparagna
Dr. Kathleen &
Patrick Taylor
Tishman Construction,
an AECOM Company
Tri-State Construction
Walt's Primo Pizza
Wells Fargo

WALK/RUN CORPORATE

Charlie's Bar & Restaurant
Cirignano Contracting
Fitzpatricks Crest Tavern
Jon & Patty Coffee Bar
& Bistro
Kisby Shore
Manco & Manco
Robert's Fine Jewelers
Siracusa Kaufman
Insurance Agency
Sturdy Bank
Uncle Bill's Pancake
House
Voltaco's Italian Foods

HERO CLUB GOLD

Steve & Cheryl Alverson
Mary Burke Allen
Kim & Matthew Davidson
Chris Elliott
Fabietti, Hale, Hammerstedt
& Powers, PA
Dr Mathew & Sindy
Finkelson
Matt & Robyn Grant
Halliday-Leonard General
Contractors
Artis & Stephen Hoffmann
Gary & Denise Jessel
Dr. Milton & Lisa Noveck
Playland's Castaway Cove

Nicholas & Kathleen
Tavacchia
Ray & Jill Tedeschi

HERO CLUB SILVER

Jose & Maxine Almanza
Barbara & Edward Altman
Francis & Jode Bagliani
Barbara Coles
Ron & Beverly Denney
Michael DePillo
Fred & Nancy Fontana
Robert & Mary Garrett
Michael & Mary Garvin
Richard & Kathleen Gorbis
Joseph & Sheree Harhay
Hon. William & Nancy
Hughes
Carole Hyman
Jim & Pegi Isman
Kevin & Geraldine Kehoe
Ed & Margie Kozakowski
Joe & Cathleen Kunkle
Jim Lafferty
Lang's Garden Market
Jim & Patti Lees
Constance LePre
Greg & Maurie Maurer
Robert & Susan Mayer
Bob & Carol McClintock
Robert & Claire McGinty
Bob & Sue Paarz
Vince & Carolyn Polistina
Dr. David & Bev Rayfield
Red's Jersey Mex
Catherine Rosetti
David & Lindsey
Schottland
Jerry & Linda Smith
David Sparenberg
Roberta Walsh
Varsity Inn
Bruce Whitlock

HERO CLUB BRONZE

John & Hon. Valerie
Armstrong
Peter & Susan Castellano
Susan Castillo
Larry & Rosaline Clofine
Herman & Sandra Caucci
Mark Christiansen &
Kathy Kosher

George & Debbie DaGrosa
Joseph & Sabine DiSpaldo
James & Kimberly Duncan
Jack & Debbie Eustace
Susan Farina
Pete Fehring
Pat Fitzsimons
Dr. Homer &
Rev. Dorothy Gerken
Marilyn Gray
Albert Grupper
Patricia Gum
Bobby Gupta
Jordan & Nancy Heider
Dr. Charles & Carole Hadtke
Tom & Patti Hunt
Suzanne Jennings
Peggy Juliano
Hazel Kavlé
Carol Traa Keates
Joanne Kisby
Sam & Susan Krantz
Margaret Mallen-Walczak
Erwin & Bebe Markman
Scott & Jennifer McCartney
Christine Millard
Jean Morrow
Daniel & Patricia Moses
Joseph & Mary Moyer
Anne Neustadter
Petrocks Bar and Grill
Linda Pirolli
Pete & Patrice Popovic
Eleanor Raymond
Daniel & Toni-Lyn Rispoli
Ronnie's Garden World
Dr. David Segransky
Bill & Nancy Saumsiegle
Steve Shapiro
Charles & Patricia Smith
John & Nan Stufflebeem
Victor & Kathryn Urbon
Janice Weisgerber
Dot Weiss

HERO CLUB DONOR

Carrie Foulke
Marianne Johnsen
Joseph Loteck
John Massanova
John Mohr
Ronald & Eileen Pitel
Jerry Steiner, Esq.