



# John R. Elliott HERO Campaign®

# HERO Happenings

SPRING 2022

## 10th Annual HERO Walk Remembers Victims of DUI, & Features Parade of HERO Patrol Cars!

Hundreds of supporters walked, ran and volunteered to help raise awareness and funds supporting the HERO Campaign mission to end drunk driving.

**Ocean City, NJ** (October 17, 2021) The John R. Elliott HERO Campaign for Designated Drivers® held its 10th Annual HERO Walk and 1-Mile Fun Run along the Boardwalk in Ocean City on Sunday, October 17, 2021. Hundreds of supporters, including students, local businesses, and families joined the Campaign in promoting the message of Designated Driver HEROES. The HERO Walk is dedicated to those who have lost their lives to a drunk driver, their families, and friends.

This year's event featured a display of HERO patrol cars from police departments throughout South Jersey wrapped with the HERO Campaign's blue and yellow logo and message, "Be a HERO. Be a Designated Driver.®" According to Bill Elliott, founder and CEO of the HERO Campaign, "These patrol cars serve as rolling billboards for the Campaign and reinforce our partnership with law enforcement to keep our roads safer and save lives." (Additional photos on pages 2 & 3)



The Elliott and Adamchak families, who founded the Campaign, are joined by friends to kick off the parade of HERO wrapped police vehicles, followed by walkers committed to the John R. Elliott HERO Campaign for Designated Drivers® mission to save lives.



## The HERO Campaign's 11th Wrapped Patrol Car

James Hammerstedt, Jr. of Fabietti, Hale, Hammerstedt & Powers, PA (FHHP), poses with Ventnor Police Chief Joe Fussner and HERO Campaign Founder Bill Elliott as they admire the newly-wrapped community police cruiser. The newest HERO cruiser was unveiled on April 13, 2022 on the Ventnor, NJ beach. "We thank and appreciate FHHP for sponsoring this newest rolling billboard promoting the HERO Campaign and designated driving," stated Bill Elliott.



Headquartered at Stockton University

## Greek Week at Stockton University Features Selection of new HERO Designated Drivers!

Stockton University's HEROES for 2022-2023 will appear on local HERO billboards & banners

**Galloway, NJ** (April 14, 2022) Stockton University and the John R. Elliott HERO Campaign are proud to announce that Sophia Bradach and Patrick Moore are co-winners of this year's Stockton HERO of the Year title.

Patrick is a senior Exercise Science major from Midland Park, NJ. He was inspired to volunteer with the HERO Campaign following an alcohol-involved crash that seriously injured his brother, Ryan. Patrick was nominated by his friend Gigi Georgio who said, "Patrick is committed to keeping everyone safe."

Sophia is a junior Environmental Science major from Point Pleasant, NJ. She regularly volunteers to be a designated driver and promotes healthy and safe behaviors in her roles as a residential advisor and Wellness Center peer educator. Julie Quick nominated Sophia because "no matter what time or day it is, Sophia will stop all she is doing to drive a friend home when needed."



## HERO Game Day included relay competitions between sororities and fraternities and students taking the HERO Pledge to be a designated driver and never drive drunk.



**Galloway, NJ** (April 6, 2022) HERO Game Day at Stockton University was filled with excitement and fun competition that included many childhood games like "red light, green light," 3-legged and wheelbarrow races, and ending with an all-out tug of war. Reed Ridgeway, Greek Council President, and Joseph Thompson, Assistant Director of Student Development did a great job of coordinating the day, including encouraging 150 students to take the HERO Pledge.



The 2022 Stockton University Greek Week HERO Games Gold Medal Winners - the Delta Phi Epsilon sorority.



# 10th Annual Be a HERO Walk • October 17, 2021 • Ocean City, NJ Boardwalk



Thank You to Our Walk Sponsors

- Miss Night in Venice Pageant
- Remembering Michael T. Sot HERO WALK
- FKF Foster-Karney Foundation
- STOCKTON UNIVERSITY
- Precious Gems Memorial
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- CLEAR CHANNEL OUTDOOR
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- Gold Sponsors: Hard Rock, OceanFirst Bank, Yuengling, Coors Light, Corona Extra, Fleur-de-Moraine, Sharon Grunow, Dallas & Di Krapf
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A Special Thank You to our HERO Volunteers, Team Captains and to the Ocean City Employees and Police.

## Kappa Sigma 3v3 Basketball Tournament Promotes the HERO Campaign's Mission

Members of Kappa Sigma of Stockton University hosted a fundraising and awareness tournament to benefit the John R. Elliott HERO Campaign.

**Galloway, NJ** (November 11, 2021) Ten student teams vied to win the Kappa Sigma 3v3 Basketball Tournament. Fraternity member Dillon Kaplan coordinated the event which was held at the outside basketball courts on the Galloway campus. The fraternity raised over \$1,200 from entry fees and student-created Venmo Bingo Cards. Players learned about the HERO Campaign and the importance of planning ahead for a designated driver when going out.



## Arthur L. Johnson High School Students Promote the HERO Campaign in Memory of Alumnus Michael T. Sot



In December of 2018, Michael was serving as the designated driver for his TCNJ fraternity brothers when his life was tragically taken by a drunk driver.

**Clark, NJ** (January 2022) Julia Sapia, a close friend of Michael Sot's and alumna of Arthur L. Johnson, has been working with the school in establishing a HERO Club. During home basketball games, club members set up a HERO table asking students to take the HERO Pledge in Michael's Memory.

## West Chester University Students Committed to Promoting the HERO Message on Campus

Students focus on raising awareness through distributing "Be a HERO Decals" and working with the area bars to reward designated driver HEROES.

**West Chester, PA** (March 31, 2022) Lizzie Gittleson & Lauren Katz, members of the Honors College at West Chester University, have chosen the John R. Elliott HERO Campaign as their Capstone Project. Part of the Capstone Project is 150 hours of service based activities. Lizzie and Lauren are focusing on: HERO pledge drives at University events; working with local bars to help promote the HERO message by rewarding sober designated drivers with a free non-alcoholic beverage; distributing "Be a HERO" car window decals.



Gittleson & Katz coordinate a team of students, campus police, the wellness department and media department to help promote the HERO message at West Chester University.



**Drew Valian donates time and resources for Longport Police Humvee.** Bill Elliott, HERO Campaign founder and Chief Frank Culmone of the Longport, NJ Police Department, recognize and honor Drew Valian of Elite Autobody of Egg Harbor Township, NJ for his incredible job of repairing a "well used" Humvee that is now Longport's wrapped HERO vehicle.



**Promoting the HERO Message at Trunk or Treat 2021.** HERO Sponsor Valerie Aiken, from ANA Towing, and volunteers, including the HERO Campaign founder's granddaughters, share treats and information about the importance of being a HERO for your friends and family.

**Thank you to the Linwood Northfield Kiwanis for**



inviting us to share the latest updates of the John R. Elliott HERO Campaign during your meeting on February 15, 2022. We greatly appreciate

your donation and your members who took the HERO Pledge and signed up to volunteer. Pictured: Pam Tyson, HERO, Pat Guerrina, Kiwanis, Joanne Eyster, HERO.

Follow HERO on    



## Help The HERO Campaign Prevent Drunk Driving Tragedies

Make a donation at [HEROcampaign.org](https://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](https://HEROcampaign.org)

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