



John R. Elliott HERO Campaign® HERO Happenings

SPRING & SUMMER 2026

Hoboken Partners with HERO Campaign



HERO Campaign founders Bill and Muriel Elliott are joined by NJ Division of Highway Traffic Safety Director Michael Rizol, Mayor Emily Jabbar and Police Chief Steve Aguiar for the launch of the HERO Campaign in Hoboken, NJ.

Hoboken, N.J., Tuesday, May 19 – With a proclamation pledging to make Hoboken a model for DUI prevention, Mayor Emily Jabbar announced the city's partnership with the John R. Elliott HERO Campaign, a New Jersey based non-profit organization dedicated to preventing drunk and impaired driving by promoting the use of designated drivers.

As the first major city in the North Jersey-New York metropolitan region to adopt the HERO Campaign, the mayor promised a city-wide commitment to DUI prevention, including police, fire and emergency safety departments, bar and restaurant owners, their patrons, and local businesses.

(Cont. on page 2)

Caesars Foundation & NJM Insurance Donate DUI Prevention Simulators



Ocean City High School students take turns on the driving simulator. (Photos courtesy of Ocean City school district)



During prom season, students at Ocean City and Mainland Regional High schools took the wheel of desktop simulators to learn how it feels to drive impaired.

The One Simple Decision computer program challenges students to "drive" through a virtual town as their responses are altered to resemble intoxication.

The simulators are part of a HERO Campaign program, with grants provided by NJM Insurance and the Caesars Foundation, in partnerships with the Prosecutor's Offices of Atlantic County and Cape May County.

The effects typically cause students to run through stop signs and traffic lights and even cause virtual

accidents. The simulator also has a distracted driving module that shows students how even a brief glance at their phone while driving can turn deadly.

"At first, students enjoy the fun and challenge of the simulator, until they experience problems and realize that drinking and driving is no joke and can have serious consequences," said Bill Elliott, founder and chairman of the HERO Campaign.

The John R. Elliott HERO Campaign is named in memory of his son, John, who was killed by a drunken driver after graduating from the U.S. Naval Academy in July 2000.

(Hoboken, cont. from page 1)

“We are proud to partner with HERO Campaign and promote its life saving mission,” said Mayor Jabbour. “Unfortunately, almost everyone knows someone who has been affected by drunk driving. The timing couldn’t be more important as we enter into the coming summer season.”

A new police HERO Police Patrol Car also was unveiled, wrapped in the bright blue and gold colors and slogan of the HERO Campaign: “Be a HERO. Be a Designated Driver.” The car will become a rolling billboard throughout the community and at special events. Funding for the vehicle wrap was provided by a grant from the NJ Division of Highway Traffic Safety.



This poster of John Elliott will be displayed on digital screens throughout Hoboken, and the decals will be posted in bars and taverns throughout the city, inviting patrons to take the HERO Pledge and download a digital HERO ID card for free soft drinks whenever they serve as safe and responsible designated drivers.

More than 50 HERO Patrol Cars Promote Designated Drivers



The 50th and 51st HERO Cars were unveiled at the 100 Days of Summer celebration held by the South Jersey Transportation Authority on May 22 at the Farley Service Plaza on the Atlantic City Expressway. (Left) Atlantic County Sheriff Joe O'Donoghue unveils his department's new F-150 HERO Campaign Truck and (Right) Atlantic City Police Chief James Sarkos displays the HERO logo on his department's new campaign SUV.



The car wraps were funded by the New Jersey Division of Highway Traffic Safety.

John's Law 25th Anniversary Honored

Tinton Falls, N.J. – More than 300 police chiefs from throughout the state gathered here on April 2 to recognize and honor the 25th anniversary of John's Law, named in memory of a young Navy Ensign from Egg Harbor Township, who was killed in a crash with a drunken driver in July of 2000.



Newly appointed State Police Superintendent Jeanne Hengemuhle and officials from the New Jersey State Association of Chiefs of Police also helped unveil the 46th and 47th HERO Patrol Cars. They were surrounded by 30 other HERO vehicles, wrapped with the blue and yellow colors and logo of the John R. Elliott HERO Campaign, established by the family of Ensign Elliott to promote designated driving.

At a meeting of the police chiefs at the Doubletree Hotel, a proclamation from Governor Mikie Sherrill honoring the Elliott family and John's Law was presented by Bill Squires, a 1975 graduate of the United States Naval Academy. Governor Sherrill was a 1994 graduate of the Naval Academy, as was Ensign Elliott from the Class of 2000. An additional joint resolution by the State Senate and Assembly honoring John's Law and the HERO Campaign was presented by Bill Parenti from the New Jersey Division of Highway Traffic Safety.

John's Law was the first in the nation requiring police to impound the vehicles of motorists charged with drunk driving for 12 hours to prevent them from resuming driving while still intoxicated. An estimated 700,000 vehicles have been impounded under John's Law in the past 25 years according to NJ State Police statistics.

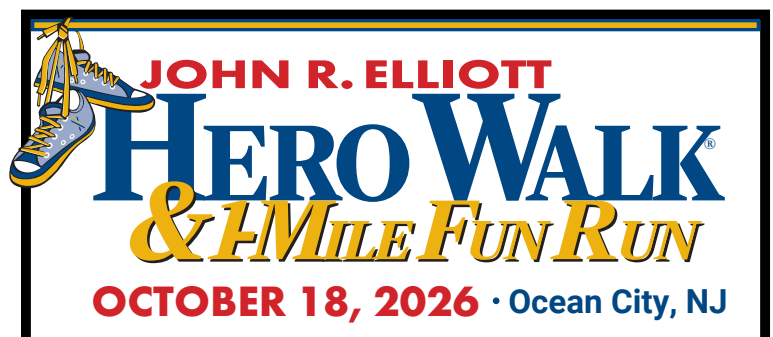
Bill Elliott, John's father, was present at the meeting on April 2 and helped unveil new HERO vehicles for the Atlantic County Sheriff's Office and the Mays Landing Police Department. He also told his son's story and described the history of John's Law and the HERO Campaign, which his family established to save lives in his son's memory. The Brain Injury Alliance also presented Elliott with the Trooper Scales Memorial Award in recognition of his efforts to prevent drunk driving.

The John's Law legislation was signed on April 19, 2001, by Acting Governor Donald T. DiFrancesco in response to the tragic death of Ensign Elliott, 22, who was killed in a head-on collision with a drunken driver July 22, 2000, two months after graduating from the Naval Academy. The intoxicated motorist had been arrested by police several hours earlier, then released to a friend who drove the man back to his vehicle and enabled him to resume driving while still intoxicated.



New Jersey State Police Superintendent Jeanne Hengemuhle was joined by Mike Rizol, Director of the NJ Division of Highway Traffic Safety and police chiefs from around the state on April 2 to honor the 25th Anniversary of John's Law and the John R. Elliott HERO Campaign. Pictured are police chiefs from Egg Harbor Township, Atlantic City, Ocean City, Cape May, Hammonton, Mays Landing, the Atlantic County Sheriff's Office and the NJ Association of Police Chiefs.

SAVE THE DATE!



~ 6th Street and Boardwalk! ~

Stockton's Mia Dixon Named HERO Designated Driver



Mia Dixon, a senior business administration major from Palmyra, NJ, has been named the 2026 HERO of the Year Designated Driver at Stockton University. The award is presented by the John R. Elliott HERO Campaign and its mission to prevent drunk and impaired driving. Mia's photo will be displayed on a highway billboard

on the eastbound White Horse Pike approach to Atlantic City, along with the message: "Be Like Mia. Be a Designated Driver." Dixon said she chooses to stay sober on nights out because "it's the easiest way to make sure everyone gets home safe." She added, "I just try to lead by example and keep it real. I want it to feel easy, not awkward, to choose the

safe option." Friends who nominated Dixon described her as someone they can always count on for a safe ride home and a strong example of responsible leadership.

Second-place honors went to Jarah Higbee, while Hannah Silipena received third place recognition.

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