

Be a HERO

To help show your support for the HERO Campaign for Designated Drivers®, you can become a HERO Campaign Member, purchase wristbands, or make a tax deductible contribution. Please fill out and return this form along with your donation/payment. Checks are made payable to the **John R. Elliott Foundation.**

Name _____

Address _____

City _____

State _____ Zip _____

E-mail address _____

Phone _____

My Contribution is enclosed

I want to become a Member of the HERO Campaign
_____ \$25/Individual _____ \$15 Student

I am purchasing ___ 10 ___ 25 ___ 50 ___ 100
wristbands at \$1 each. (10 wristband minimum required.)

Number of Yellow _____ • Number of Blue _____

My payment, including \$4.50 S/H is enclosed.

Check enclosed   

_____ Credit Card Number

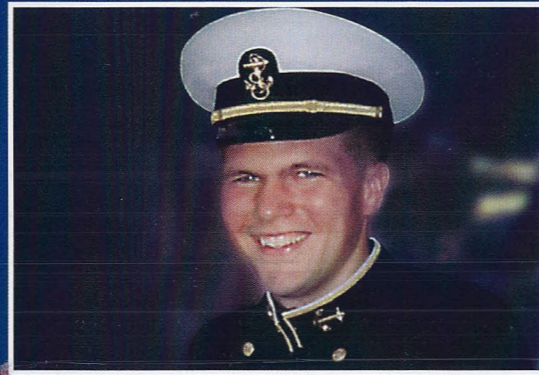
_____ Expiration Date

_____ Name on Credit Card

Please send contributions/payments to:
The John R. Elliott Foundation
P.O. Box 700, Somers Point, NJ 08244
1-866-700-HERO (4376)
www.herocampaign.org

The John R. Elliott Foundation, an
IRS 501 (c) (3) not for profit corporation
(tax I.D. no. 22-376-0241).

The Heart of a Hero inspires HERO Campaign



Early on the morning of July 22, 2000,
we lost our son John to a drunken driver.
The circumstances of his death are
an American tragedy.

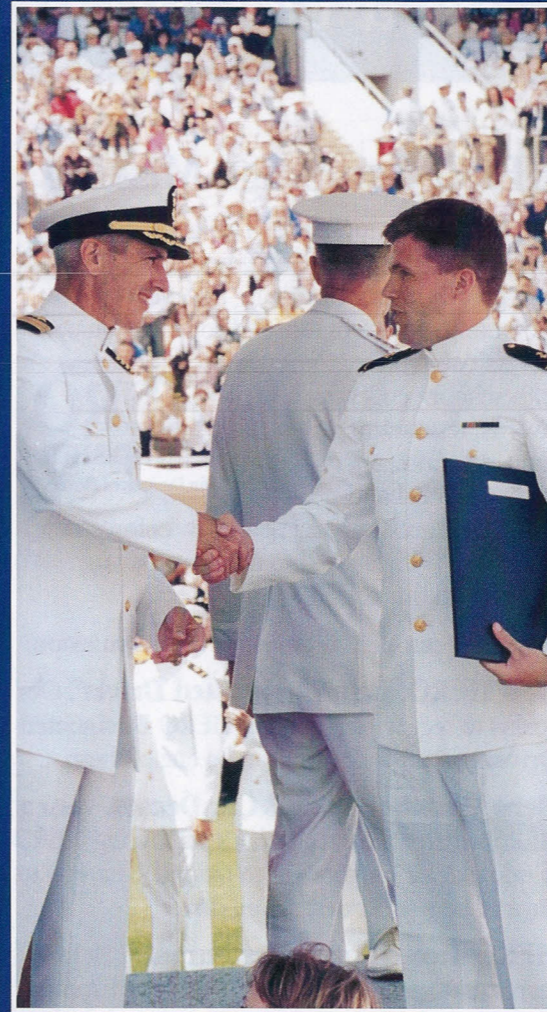
John was travelling home from Annapolis,
MD for his mother's birthday when he was
killed in a head-on collision. The other driver
had been arrested earlier in the evening on
DUI charges then released. The intoxicated
driver got back behind the wheel of his SUV,
resumed driving and struck John's car, killing
them both. John will be dearly missed by our
family and all who knew him, but he will live
on in our hearts forever.

As an organ donor, John continues to
give the gift of life to countless transplant
recipients throughout our region. On
August 1, 2001, New Jersey adopted "John's
Law 1," which requires police to impound the
cars of drunken drivers for up to 12 hours.

On August 27, 2003 New Jersey also adopted
"John's Law 2" which allows police to detain
DUI suspects for up to eight hours.

In August, 2005, President Bush signed
a federal John's Law, encouraging states to
adopt DUI car impoundments.

Bill & Muriel, parents of John Elliott




Ensign John R. Elliott
HERO
Campaign
for Designated Drivers®

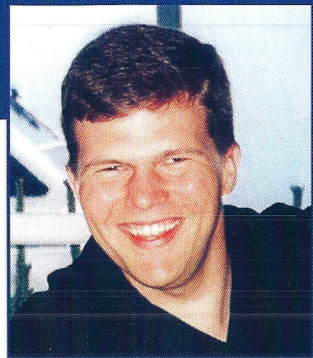
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www.herocampaign.org

The John
R. Elliott
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Campaign
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Proudly supported by 



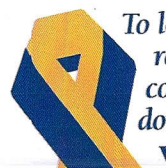
John R. Elliott

graduated in May 2000 from the United

States Naval Academy with a B.S. in Systems Engineering, and received his commission as an Ensign in the United States Navy. He was preparing to attend Naval Flight Officer School in Pensacola, FL when he was killed in a head-on collision with a drunken driver.

John grew up in Egg Harbor Township, NJ. He was a National Merit Scholar, President of his class, and a member of the football and tennis teams at Egg Harbor Township High School. At the Naval Academy he was a Squad leader and Platoon commander, and a member of the 5th Battalion and Regimental championship racquetball team.

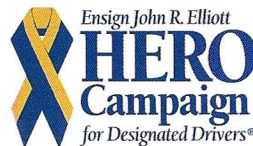
John was recognized for his achievements in academics, leadership and athletics, and was a true officer and a gentleman. At the Academy, John distinguished himself as a Human Education Resource Officer (HERO) and was selected the outstanding HERO in his class. In his honor and in an effort to end drunken driving fatalities and accidents, the Ensign John R. Elliott HERO Campaign for Designated Drivers® has been established.

 To learn more about the HERO Campaign, register as a sober designated driver, contact the Campaign, or to make a donation on line, please visit www.herocampaign.org

Be a HERO. Be a Designated Driver® • www.herocampaign.org

HERO Campaign Mission

The HERO Campaign for Designated Drivers® is a non-profit organization whose mission is to prevent drunken driving tragedies by promoting the use of safe and sober designated drivers. We work with schools, colleges, taverns, restaurants, concert venues, sports stadiums, local and state government agencies and law enforcement officials to bring an end to drunken driving tragedies in our nation.



How You can help us to achieve this mission:

Be a HERO. Be a Designated Driver® Our goal is to register one million HERO Designated Drivers nationwide. You can be one of them.

Hero Wristbands and Car Decals. Wear a HERO wristband and display a static cling HERO window decal on your car to remind everyone to have or be a sober designated driver.

HERO Taverns and Restaurants. Help recruit tavern and restaurant owners and sports stadiums to become active participants. Ask them to display HERO posters and pledge to serve free non-alcoholic drinks to sober designated drivers.

High School & College HERO Chapters. Establish a HERO chapter at your local college or high school. We provide promotional materials, administrative support, and creative event ideas.

HERO States & Municipalities.

Encourage your local and state governing representatives to increase awareness by adopting the HERO Campaign.

HERO Accomplishments

- Adopted by the United States Navy Fleet Forces Command
- Adopted by the states of New Jersey, Delaware, Virginia and New York
- Adopted and promoted by the following professional sports teams: the Philadelphia Phillies, New York Giants and Jets, New England Patriots, and Tampa Bay Rays
- Endorsed by the National Lieutenant Governor's Association
- Received the prestigious Public Service Award by the National Highway Traffic Safety Administration (NHTSA)
- Promoted at select Live Nation Concert venues and Nascar events
- Passed national John's Law legislation to impound the vehicles of drivers arrested for DUI
- Distributed over one million HERO ribbons, window decals and wristbands throughout the United States
- Promoted the message "Be a HERO. Be a Designated Driver®" through highway billboards, aerial banners and PSAs nationally
- Adopted by major colleges including: the U.S. Naval Academy, Rutgers University, Monmouth University, Richard Stockton College, University of Maryland, Drexel University, University of Delaware, Rowan University and more...



How You Can Help

1. **Be a designated driver** for your friends and loved ones. Register at www.herocampaign.org
2. Be a HERO and **purchase our wristbands.** Order form on reverse side.
3. **Become a Corporate Sponsor.** For sponsorship information call 1-866-700-HERO (4376).
4. **Establish a HERO Campaign Chapter** in your high school, college, town or state. For information, call 1-866-700-HERO (4376), or email: info@herocampaign.org
5. Be a **HERO Campaign Volunteer** for: upcoming events; the HERO speaker's bureau; educational programs; and tavern, restaurant, and community awareness programs.
6. **Make a tax-deductible contribution** to the HERO Campaign. Please see other side.

With your help we can bring an end to more than 15,000 fatalities and 350,000 injuries caused by drunken drivers each year in our country.

Thank you for your support.

The HERO Pledge: Drive Sober • Be a Designated Driver • Don't Let Your Friends Drive Drunk • www.herocampaign.org