

# Be a HERO

Be a designated driver®



November 17, 1977 - July 22, 2000

Ensign John R. Elliott, U.S. Naval Academy Class of 2000.

Named HERO of the Year. Killed by a drunken driver.

Be the HERO. John Elliott would have. But he did not have the chance. On July 22, 2000, John, a recent Naval Academy graduate, was killed in a head-on collision with a drunk driver. That driver had already been arrested once earlier in the evening on DUI charges, but was released, got back behind the wheel and resumed driving drunk.

The mission of HERO Campaign is to eliminate drunk driving. Virginia is committed to reminding everyone that a healthy and safe night out is not complete without a designated driver.

## HERO Objectives

To promote the use of sober designated drivers to keep impaired drivers off our roadways.

To partner with schools, colleges, bars, taverns, restaurants, sports venues, local and state government agencies and law enforcement to make designated driving the new way to stay safe and enjoy evening out.

## HERO Goals

Our goal is to register 1,000 designated drivers in Virginia in 2008.

Our goal is to recruit 100 establishments that serve alcohol as point of sale partners in 2008.

Our goal is to establish 20 HERO chapters at high schools and colleges throughout Virginia in 2008.

Our goal is to have Governor Kaine declare Virginia a HERO state in support of the campaign.

**HERO is a national initiative.**

**Here is what we've accomplished over the past five years:**

John's Law. Enacted August 2005.

Provides federal highway grant incentives for states to impound the cars of those charged with DUI.

New Jersey, Delaware, and Virginia are official HERO states.

More than 1 million HERO ribbons, window decals and wristbands have been distributed throughout the US.

## How you can help:

1. Register to be a designated driver.
2. Become a sponsor establishment or a corporate sponsor.
3. Establish the HERO Campaign at your high school or college.
4. Become a volunteer.

With your help, we can bring an end to the almost 17,000 fatalities and 350,000 injuries caused by drunk drivers each year in our country.

