

## THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

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# Stockton to Adopt HERO Campaign

### ***For Immediate Release***

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GALLOWAY TWP. – The Richard Stockton College of New Jersey will be the first college or university in the state to officially adopt The HERO Campaign for Designated Drivers in ceremonies to take place at 2 p.m. Wednesday December 6, 2006 in the Townsend Residential Life Center on campus.

The HERO Campaign for Designated Drivers was founded by the family of the late Ensign John Elliott, who was killed in a tragic accident involving a DUI suspect. The campaign's efforts include lobbying for tougher laws to prevent drunk drivers from again taking the wheel while under the influence following their arrest, working with tavern owners to promote designated driving by providing free non-alcoholic drinks for designated drivers, and spreading awareness of the dangers of drunken driving.

The HERO Campaign is a positive legacy for Ensign John Elliott, who, at the U.S. Naval Academy was named the Outstanding HERO (Human Education Resource Officer) for his service to his fellow midshipmen. "Now the heroes will be the designated drivers who keep our roads safer in John's memory," said his father, Bill Elliott.

As a result of the HERO Campaign, "John's Law, which passed in New Jersey and Boston, now requires police to impound the cars of drunken driving suspects for up to 12 hours. A federal version providing incentives for states that adopt car impoundment is currently pending in Congress." For more information, go to [www.herocampaign.org](http://www.herocampaign.org).

During Wednesday's ceremonies, Stockton President Herman Saatkamp will honor the HERO Campaign as well as Lindsay Warren of Egg Harbor Twp., a student at The College of New Jersey who has been a president of the Students Against Drunk Driving (SADD) chapter there. With the support of SADD, she has brought the HERO Campaign to The College of New Jersey. Additionally, Dr. Saatkamp will formally adopt the HERO Campaign college-wide at Stockton. Sheryl Lynn DeJesus, a senior accounting major at Stockton, who was injured by a drunk driver, will be on hand to discuss the weeklong series of events to combat impaired and drunken driving. Those events will take place at Stockton in March of 2007 and will include a keynote talk by Bill Elliott.

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