

Stockton College to be New Home for the HERO Campaign

Stage Set for National Campaign

For Immediate Release

For More Information

**Sharon Schulman,
Stockton College
609 - 626-3541
Bill Elliott,
HERO Campaign
609-332-2588**

Galloway Township, NJ - The Richard Stockton College of New Jersey and the Ensign John R. Elliott HERO Campaign for Designated Drivers announced a strategic alliance today that will make Stockton's Galloway campus the new home for the non-profit drunk driving prevention organization.

Officials from the two organizations signed the affiliation agreement today on what would have been John Elliott's 34th birthday. The HERO Campaign was established in memory of Ensign Elliott, of Egg Harbor Township, who was killed in a head-on collision with a drunken driver on July 22, 2000, two months after his graduation from the United States Naval Academy.

The partnership between the HERO Campaign and Stockton College will give the campaign additional resources to expand its programs throughout New Jersey and the nation, particularly on other college campuses.

"This is a great day for our two organizations as we join forces to end drunken driving

Stockton, HERO Campaign to partner / page 2

designated drivers. In the past eleven years the campaign has grown from a local organization into a regional movement with designated driver activities on a number of college campuses, in Major League Baseball and NFL stadiums, in bars and taverns, and on highway billboards. The New Jersey State Police, county sheriff's offices, and municipal police departments also have adopted the campaign and display thousands of HERO decals on their vehicles.

"We are serious about saving lives in our son's memory," said Bill Elliott, chairman of the HERO Campaign. "Together with Stockton we believe we can make the use of designated drivers be as automatic as wearing a seatbelt." He noted that the HERO Campaign was inspired by John's positive attitude and leadership. He was selected the outstanding HERO of his senior class at the Naval Academy for his service as a Human Education Resource Officer and peer advocate for his fellow midshipmen.

He said the Stockton partnership also will help the HERO Campaign develop educational programs and curriculums for schools and colleges that could become a national model to prevent drunk driving, which kills more than 14,000 Americans, and injures 250,000 more annually, according to the National Highway Traffic safety Administration.

Dr. Saatkamp said he envisions the college hosting future DUI prevention conferences and symposiums. "The HERO message resonates with students and their families, and we are excited about helping the HERO Campaign bring an end to drunken driving in our generation," he said.