

# »»» The 24/7 Newsletter »»»

The 24/7 Movement

Summer 2025

## Dillard SUV Becomes Powerful Teaching Tool in Our Brand New "DRIVE 24/7" Program

A new trailer displaying the SUV from the tragic Dillard family crash is now traveling across schools and communities as part of our brand new "DRIVE 24/7 – Focused. Sober. Safe." program, raising awareness about the dangers of impaired and distracted driving.

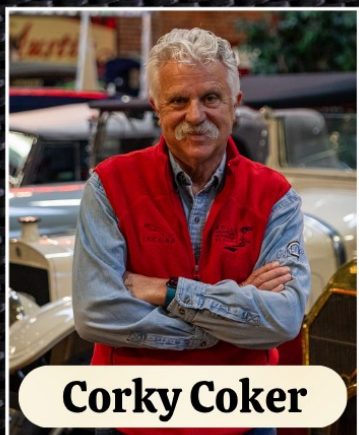
The SUV was struck by a drunk driver on Christmas Day 2022, killing Dustin and Brittany Dillard and critically injuring their three young sons. Now, the vehicle anchors a mobile exhibit that delivers a powerful, real-life message. Matt Dillard, Dustin's father, shares his family's story with students and adults at each stop. His emotional presentations beside the SUV serve as a sobering reminder of how one reckless decision can cause lifelong harm.

Designed by Jeff Bramlet of C & H Trailer in Douglas, GA, the trailer respectfully displays the vehicle and serves as a mobile classroom. It's already being used at events to spark important conversations around safe driving.

Thanks to a grant from the Tennessee Highway Safety Office (THSO) and support from many generous donors, this project is making a real difference in communities.



## The 24/7 Movement's 3rd Annual Banquet to Honor Families Impacted by Impaired & Distracted Driving



**Corky Coker**

During its third Annual Banquet on October 14th, The 24/7 Movement will honor families who have experienced tragedy on the road, featuring special guest speaker Corky Coker - entrepreneur, vintage car enthusiast, owner of Coker Museum, Honest Charley Garage and former owner of Chattanooga-based Coker Tire Company.

Corky, known for his lifelong passion for restoring and racing antique cars, will share his own powerful story of personal loss from a traffic crash and how his faith in Christ carried him through this journey.

The banquet will also highlight the ongoing mission of The 24/7 Movement—a nonprofit committed to reducing and preventing impaired and distracted driving through education and awareness for youth and adults.

All proceeds from the evening will go directly to support The 24/7 Movement's life-saving programs. It will be a night of remembrance, purpose, and hope you won't want to miss.

**Tuesday - Oct. 14  
6pm.-8pm.**

Westmore Church of God,  
Cleveland, TN

**Registration Info  
Coming Soon!**

**SAVE THE DATE!**  
2025-26

**T-Shirt Folding  
Pizza Party  
AUG. 12 - 6-8pm  
Elkmont Baptist**

**Rules of The Road  
Oct. 3 - 4-6pm.  
Bradley Central HS**

**3rd Annual Banquet  
OCT. 14 - 6-8pm.  
Westmore COG**

**SAFETY FEST  
Oct. 18 - 10am-1pm  
FBC Cleveland**

**Live Christmas  
Tree Sale  
Nov. 18 - Dec. 12**

**BCHS, CHS, WVHS  
Scholarship  
Deadline - Mar. 27**



»»» Choices Matter - Buckle Up - Phone Down - Drive Sober »»»



## 5,000 Students Hear Safe Driving Message

From March to May, The 24/7 Movement reached over 5,000 students through 14 programs that included 7 school assemblies featuring inspirational speaker, David Francisco and 7 "Drive 24/7" presentations focused on the dangers of impaired and distracted driving.



Rhea County HS



East Ridge HS

Students from 12 high schools across Hamilton, Bradley, Polk, and Rhea Counties participated, including Bradley Central, Cleveland, Walker Valley, Rhea County, and others.

The 24/7 Movement continues its mission to promote safe driving and protect young lives through education and real-life stories.

## Pickleball Tournament Wrap-Up



Our March tournament supporting programs that educate students on the dangers of impaired & distracted driving was a tremendous success! Thank You - FCA Sports, the Cleveland Pickleball Association, Element 6 and Revolve for your leadership and involvement.

Thank you to our 47 Sponsors, our Title Sponsors and all who made it possible!



- 220 participants
- \$26,000 raised
- 100 Safe Driving Pledges

BCHS  
PRINCIPAL  
PATRICK  
SPANGLER

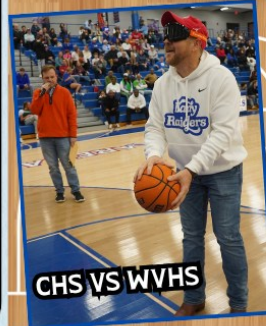


BCHS VS CHS



WVHS RYANN  
PRESSWOOD  
& MATT PARRIS

Halftime  
Free-Throw  
Challenge & Demo



CHS  
PRINCIPAL  
BOB  
PRITCHARD  
& MIX 104.1  
STEVE  
HARTLINE

CHS VS WVHS

## REDUCE TN CRASHES

### TRAFFIC SAFETY AWARDS PROGRAM

Four of the high schools we work closely with ranked in the top 11 across Tennessee for the 2024-25 school year. Earning over 3,000 points earns Gold status—an achievement Cleveland, Bradley Central, and Rhea County reached for the first time. The Mustangs surpassed the state record they set last year by 33k points. We're proud of the impact these schools are making!



RANK	SCHOOL	PTS.
1	Dyer County HS	172,700
2	Volunteer HS	125,600
3	Walker Valley HS	82,900
4	Science Hill HS	42,200
5	Hampton HS	41,100
6	Wayne County HS	38,200
7	Cleveland HS	27,200
8	Cherokee HS	26,900
9	Bradley Central HS	18,400
10	Stone Memorial HS	12,000
11	Rhea County HS	10,000

### Congratulations to Our 2025 Scholarship Recipients in Honor of Dustin & Brittany Dillard



L to R - Randy, Bronson Stone (BCHS), Presley Knouse (WVHS), Karly Blackwell (WVHS), Caitlin McMahan (BCHS), Victoria Cooke (CHS), Terri & Matt Dillard. Not pictured - Jonathan Marshall (WVHS)

### Buckle Up

Last year 51% of fatalities in U.S. were unrestrained

### Phone Down

Texting while driving increases the risk of a crash by 23 times

### Drive Sober

For more information, contact Randy Bonner at 423.240.8620 or [randy@the247movement.org](mailto:randy@the247movement.org)

To support our 501c3 nonprofit organization, please send your check to The 24/7 Movement, 4450 Georgetown Rd. NW, Cleveland, TN 37312. You can also donate online by scanning our QR code or at [the247movement.org](http://the247movement.org) website. Donations are tax deductible as allowed by the law.

### DONATE

