

# »» The 24/7 Newsletter »»

The 24/7 Movement

Winter 2025

## A Night of Remembrance and Hope

### The 24/7 Movement's Annual Banquet Honors Families & Inspires Safety

The 24/7 Movement held its Third Annual Choices Matter Banquet on October 14th, bringing together families, community members, and supporters to honor lives impacted by road tragedy.

The event featured guest speakers Corky Coker—entrepreneur and owner of the Coker Museum and Major Stacey Heatherly of the Tennessee Highway Patrol.

Corky shared his story of loss and faith in Christ, while Major Heatherly, critically injured in a 2024 head-on crash with an impaired driver, described her inspiring journey of recovery and renewed purpose. The evening featured video tributes to Amy Pigg, Dustin Ledford, and Kevin Yates—lives lost to drunk driving—and honored Dustin and Brittany Dillard, whose legacy inspired The 24/7 Movement. Matt Dillard then moved us all with the powerful story of their family journey.



*Tanner Dillard leading the way w/the boys' support!*



*A highlight of the night was recognizing BCHS, CHS & WVHS students and adults who served at the banquet and at school & community safety events.*

The organization also highlighted its growing regional impact, reaching thousands of teens through programs that promote safe, responsible driving. It was a night of remembrance, hope, and successful fundraising!

## The 24/7 Movement and the Dillard Family Honored at Tennessee Lifesavers Conference

The Tennessee Highway Safety Office (THSO) honored The 24/7 Movement and the Dillard Family at its 37th Annual Lifesavers Conference on August 8, 2025. Executive Director Buddy Lewis presented the "Director's Award" for their outstanding contributions to driver safety and impact across schools, businesses, and the community.

After losing their son and daughter-in-law, Dustin and Brittany Dillard, in a Christmas Day 2022 crash caused by a drunk driver, the family founded The 24/7 Movement to share their story across schools, churches, and community events, reaching thousands with a message about choices matter, overcoming adversity, and always buckling up, putting phones down, and driving sober. During the past two years, The 24/7 Movement has grown rapidly, using assemblies, multimedia presentations, and real-life testimonies to raise awareness about impaired and distracted driving. Lewis praised their courage and dedication, highlighting their mission to honor Dustin and Brittany's memory while helping prevent future tragedies.



*Dillard family in Nashville w/Director Lewis (R)*



**Remembering Dustin & Brittany Dillard**

*Celebrating the Birth of Jesus!*

*Merry Christmas - The Dillards*

**BUY A TREE**

Change A Life!

**Christmas Tree Sale!**

5ft. - 12ft.

Table Tops & Wreaths

Frazier Fir Trees

@ Green Acres

Nov. 25-Dec.13

Benefiting:



**WHEN YOU GO THROUGH DEEP WATERS I WILL BE WITH YOU**

ISAIAH 43:2



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



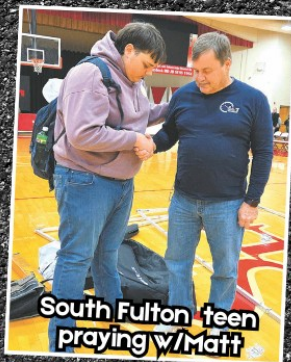


## The 24/7 Movement On The Road!

Our reach continues to expand beyond our region. We were invited to take part in the Drive Safe Campaign at the University of Memphis and to lead assemblies at three high schools in Obion County. Our assemblies blend multimedia, the Dillard SUV, interactive student participation, and the story behind The 24/7 Movement for a powerful presentation.



South Fulton HS, Orion County



South Fulton teen praying w/ Matt



University of Memphis

## FRIDAY NIGHT LIGHTS WRAP-UP SAFE DRIVING CAMPAIGN

\*90 SAFE DRIVING PA STADIUM ANNOUNCEMENTS AT 18 HIGH SCHOOLS

\*800 STUDENTS & ADULTS EXPERIENCED OUR IMPAIRED DRIVING STATIONS

\*2,000 CHOICES MATTER T-SHIRTS DISTRIBUTED AT 55 HS FOOTBALL GAMES

WALKER VALLEY BRADELY CLEVELAND MCMINN COUNTY OOLTEWAH MEIGS  
MCMINN CENTRAL COPPER BASIN SILVERDALE POLK TYNER BOYD BUCHANAN  
EAST HAMILTON HIXSON CENTRAL SALE CREEK EAST RIDGE RHEA COUNTY



## WARNING

Underage drinkers are more reckless and less likely to wear seatbelts. 74% of the young DUI drivers involved in fatal accidents were unrestrained at the point of impact

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

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**



## FAMILY CHRISTMAS FEST

FRIDAY, DEC. 5, 5PM-8PM. AT GREEN ACRES

Christmas Photo Stations  
Outdoor Christmas Movie  
Winter Wonderland Light Path  
Christmas Treats  
Free Gift Wrapping  
Roast Hotdogs & Marshmallows  
Hot Chocolate & Hot Cider

Live Christmas Tree Sale to  
Benefit The 24/7 Movement  
& Ocoee Region FCA!

## SAFETY FEST 2025

Community Partnership Has It's Biggest Impact!

Thank you to all the partners and sponsors who made Safety Fest 2025 at First Baptist Cleveland on Nov. 9 a success! More than 1,000 people attended, including families from 16 elementary schools. Congratulations to Hopewell Elementary for winning our attendance contest. It was a fun day filled with road, travel, & home safety activities!



JOIN  
US!

The 24/7 Movement 3rd Annual 2026

**PICKLEBALL  
TOURNAMENT**

Tennessee's Largest Indoor Pickleball Facility  
481 Kile Ln. SW. Cleveland, TN

March 20 (ages 8-14) \$20  
March 21-22 (all ages) \$60  
(Sat. = Doubles, Sun. = Mixed Doubles)

Proceeds Go To The 24/7 Movement to  
Reduce & Prevent Impaired &  
Distracted Driving!

more info: [www.the247movement.org](http://www.the247movement.org)



Dustin & Brittany Dillard  
Turning Tragedy  
Into Good!