

DJ Heckes of EXHIB-IT! Is the First Business Owner to Receive the Honoring Heroes Award

DJ Heckes, founder, owner and chief executive officer (CEO) of EXHIB-IT!, was recently awarded the prestigious Honoring Heroes award by MADD (Mothers Against Drunk Driving). The award was designed to recognize community heroes, law enforcement officials, first responders and community advocates throughout New Mexico who have gone beyond the call of duty to combat drunk driving, prevent underage drinking and educate the public on the effects of alcohol abuse. DJ Heckes is the first business owner to ever receive the Honoring Heroes Award in November 2012.

MADD, the donor of the award, is a non-profit organization whose mission is to bring an end to drunk driving, deter youthful drinking, advocate more severe alcohol policies and support the families of individuals affected by drunk driving. The organization is headquartered in Irving, Texas and was founded in 1980 by Candice Lightner following the death of her daughter as a result of drunk driving.

DJ Heckes was voted to receive this prestigious award from MADD in acknowledgement of her honesty and integrity in business as well as her dedication and advocacy in the Albuquerque community and her contributions to help MADD with their mission through a silent auction event and through donating all MADD's outreach banner stands to help them educate the community about drunk driving and its impact on families.

Since its inception in the year 2000, EXHIB-IT! has strived to promote honesty and integrity in business transactions. "Small businesses are people driven and are the lifeline of the economy" said DJ Heckes. By ensuring that customers are provided superior products and services, EXHIB-IT! aims to show the business world that it is possible to attain success by being an honorable entity. DJ Heckes and EXHIB-IT! also organize networking events and fundraisers to help charities in the Albuquerque area. In a recent silent auction fundraiser, EXHIB-IT! raised \$5756 to further the mission of MADD. "I believe in having a servant heart when it comes to community volunteerism. We hold this event every year as a way of giving back to those organizations who truly serve our community," said Heckes.

During the award ceremony, MADD pointed out the following factors as the key reason for awarding DJ Heckes the Honoring Heroes Title:

- Her company strives to promote honesty and integrity.
- Her company has always delivered what its promises.
- Her company has a dedicated team that is committed to ensuring the success of its clients.
- Her company has always strived to offer high-quality products & services to customers.

EXHIB-IT!'s values closely resonates with those of MADD. By promoting honesty and integrity in our society, small businesses can make a big difference in their communities.

EXHIB-IT! is a design and display company that specializes in high quality **trade show displays** and trade show management services. More information can be found at their official website at <http://www.exhib-it.com/>.