

Brothers Before Others Inc.

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March 2022

Press Release

The 'Incredible Hulk' has long since represented the metaphorical strength and resilience in the face of pain and injustice. If you are receiving this figurine, you or someone close to you has likely found themselves in a situation that may seem insurmountable. This very figurine has traveled to the bedsides of numerous people who have fought bravely against the odds. It is our hope that this figurine, along with the stories of courage and strength of those who have cared for it, will bring inspiration and hope to you or your loved one. All we ask is that, after documenting YOUR story in the attached 'log book', when you are no longer in need of the figurine, please find someone who is and make sure that it ends up in their hands along with this letter and log book.

The Backstory

In September of 2015, The Philadelphia Police Department, our charity and this world lost an amazing human being, Eric Dial. Eric had served the Philadelphia Police Department since 1998 and, in his time, was a master at his craft. Eric served 8 years as a narcotics officer, 3 of which were spent undercover. He was part of the PD's Warrant Entry Team as well as their Rapid Response Team aka 'Riot Control'. He was, quite simply, a giant human being in both stature and personality.

For approximately the last 5 years of his life, Eric fought bravely against various forms of cancer, ultimately succumbing to the disease on September 1, 2015. During his fight, Eric continued to smile while maintaining a level of fight and determination befitting his association with the 'Incredible Hulk'. In a social media post made in the middle of his fight (2013), Eric said:

"When something bad happens, you have three choices. You can either let it define you, let it destroy you or you can let it strengthen you. The choice is yours."

The hulk figurine you now in possession of accompanied Eric through his fight and the association with the 'Incredible Hulk' served as an inspiration to him and his family.

In January of 2016, Philadelphia Police Officer Jesse Hartnett was on patrol when was ambushed in his patrol car and shot at 13 times and struck 3 times from point blank range.

Despite three life-threatening wounds that had completely disabled his left arm, Jesse was able to exit his patrol car and shoot the fleeing suspect who was ultimately apprehended.

While in the hospital and fighting for his life and usage of his left arm, Jesse was visited by Eric Dial's widow, Jeaneane. Along with prayers and words of encouragement, she brought Jesse Eric's Hulk figurine the same figurine you are now in possession of now. Jesse carried the Hulk through his recovery and drew inspiration from both it and the legacy of the man it came from.

In late 2014/early 2015, Philadelphia Police Officer and BBO administrator Joe Leighhardt began battling a rare brain disorder that would, not only cost him career, but would ultimately lead to him being told in 2017 that he had 'months to live'. Supported by his amazing family, his friends and the charity he serves, Joe rallied and literally willed himself back to life. Members of charity would make regular visits to Joe's house in order to check in on him and his family. During one such visit, Jesse Hartnett came along with something special for Joe: Eric Dial's Hulk figurine. Jesse knew what inspiration had been drawn from the figurine and, more importantly, knew that Joe needed it now more than ever.

The Hulk figurine that you are in possession of accompanied Joe through his journey or defying odds that took him as far as Minnesota in search of answers and a cure.

In 2018, (ret) Fanwood Police Sergeant and BBO member Russ Yeager, already a survivor having lost his father, Somerset County Sheriff's Officer Ronald Yeager, in the line of duty in July of 2000, was battling an infection that would ultimately require the amputation of his left leg from the knee down. Just as was the case with Joe, Russ's friends, family and the members of this charity rallied around him as he struggled through the intense physical and mental pain of his new reality. Also as was the case with Joe, Russ found himself in possession of, you guessed it, Eric's Hulk figurine.

While Russ' journey is far from over and he continues to battle through related health issues with the Hulk by his side, the grace, generosity, benevolence and true grit that Russ has displayed throughout is a tribute to Eric Dial and the legacy he has left behind. Russ understands fraternity on a level that few who wear a shield ever really comprehend.

In December of 2007, my daughter, Emerson Oliveri, came into this world with a 25% of survival. Suffering from a Congenital Diaphragmatic Hernia that had developed in utero, the minute Emerson was born, she immediately began to suffocate due to her lungs being crushed. From the hours that followed where we were told that she would not make the night until today...14 years later... Emerson has endured over 15 surgeries; some related to CDH and others addressing conditions caused by her body battling CDH. She was intubated for the first months of her life, was on ECMO twice, has had chest tubes, all four eye muscles cut and reattached, scoliosis repair all done around the 4 repairs to her diaphragm. One such repair required her surgeon to cut two of her ribs away as well as large portion of her left lat muscle which was to be used as her diaphragm. If you search the website of Children's Hospital of Philadelphia or simply Google "Emerson Rose Oliveri", you will find her story that is currently being updated to accommodate her latest surgery that took place on 03/11/22.

Prior to that surgery, and having already been a huge supporter of Emerson and her strength, Russ made sure Emerson went to CHOP with the proper mindset and inspiration: Eric Dial's Hulk figurine.

As you can see, Eric Dial's legacy continues to live on through the strength and determination of those who his story has reached. It is, quite simply, the greatest honor that any one human being can wish for: that your name and your story will live on through the lives of others.

The fact that you now are holding Eric's Hulk should serve as a concrete sign that you are NEVER alone. More importantly, it should be a constant reminder that you, like the ones who have held it before you, are strong beyond measure.

If there is ever anything that any of us at Brothers Before Others can do for you or your family, you have my contact information at the top. Please do not ever hesitate to reach out, if even just to talk.

Again, you are NOT alone.

Fraternally,

Joshua Oliveri
Port Authority of NY/NJ Police Officer
2nd Vice President - Brothers Before Others Inc.

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Facebook: The Eric Dial Hulk Project