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Ms. Lauren Winborne
It Won't Happen To Me
2835 Howell Mill Road
Atlanta, Georgia 30327

Dear Lauren,

You have presented to our students and parents for the third time, with the audience growing in number each time. This year we had almost 300 new people listening, learning, understanding, and absorbing your message of awareness. Thank you for your dedication to this important cause. We are so fortunate to have you as an advocate for teens in our community.

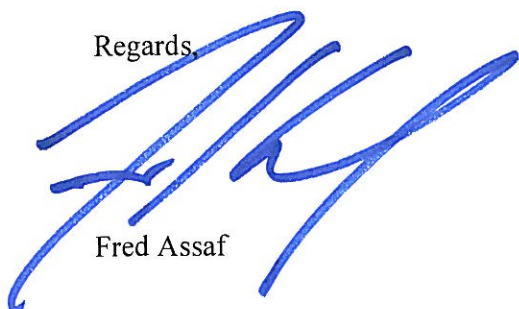
Lauren, it is clear that you remember being a kid – maybe because, like me, you are surrounded by them every day. Kids don't think about getting injured in sports or getting sick or dying young. They are immortal! It is not easy to break through with a message of caution to a room full of immortals.

I know though that you got their attention and have affected their perceptions about the dangers of driving. You have created a presentation with an effective mix of direct talk, contrasts of perception with reality and the videos of actual victims. I appreciated your use of immediate and durable mediums – spoken word, video presentation and the tender, haunting "It Won't Happen to Me" booklet that goes home with each family – which leave the sort of lasting impression that changes behavior.

Thank you for breaking through to the Pace community. I would highly recommend "It Won't Happen To Me" for students and parents around the country. We look forward to continuing our relationship with you and the It Won't Happen To Me foundation.

On both a personal and professional level I can truly say that I'm glad to know you and support the work that you do. Thank you.

Regards,



Fred Assaf