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To Whom It May Concern:

On October 29, 2014, the Sault Ste. Marie Police Service hosted their annual Crime Prevention Seminar with the theme being "*Road Safety.....it Begins with You.*"

Our main guest speaker at the event was **Mr. Joel Feldman from EndDD**. Joel took the time to tailor the presentation to reflect and include the laws related to distracted driving in Ontario.

The audience heard how Joel lost his daughter Casey due to the actions of a distracted driver in a traffic fatality. Joel delivered a powerful presentation that really made members of the audience think about driving in a distracted manner. The audience consisted of members of the public as well as police officers. Joel interacted with the audience as well and shared many stories and experiences.

The feedback from the audience to the officers who coordinated the event was very positive. One experienced officer even advised that since that presentation he no longer keeps his cellphone in the front seat near him.

In addition, with the cooperation of our two local school boards, Joel was able to share his presentation with 5 high schools.

As a Chief of Police who was present for the event and who had the opportunity to speak to Joel and his wife Dianne afterwards, I would certainly recommend this presentation.

Yours truly,

Robert A. Keetch
Chief of Police

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