



## North Bay Police Service

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Paul D. Cook  
Chief of Police

Alan Williams  
Deputy Chief of Police

October 16, 2012

To whom it may concern:

On behalf of our police service and the communities we serve I am pleased to provide this letter of support for Ally.

Early in 2012, the North Bay Police Service identified a need to address issues regarding the growing concern of online activity by our youth. The importance of the message required that it be delivered by someone who could connect with our youth, while having the credibility necessary to have an impact with the audience to be reached.

Members of our police service first heard Ally speak during the annual Committee of Youth Officers Conference and her presentation had such an impact on them it was always their intention to have her attend North Bay to share her story. This became a reality in April 2012, when she agreed to participate in a Social Media Awareness Campaign that was co-hosted by Victim Services of Nipissing District and our police service. The organizing committee had a positive experience working with Ally, who delivered an important internet safety message to our community by recounting her own personal experience as a victim of online luring.

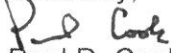
From the onset, Ally was very pleasant and accommodating. The logistics of her travel, accommodations and venues were easily arranged and it was quite evident to the organizing team that for Ally, getting her safety message out to the public was more important than being catered to as a guest speaker. She was very flexible with her schedule and open to suggestions. Ally readily agreed to make nine presentations at seven different venues during the four days she was in our city. She presented to approximately 2700 students at our six local high schools and three groups of Bachelor of Education students at Nipissing University. Her presentations were emotionally draining for her, as all presentations at the high schools ended with students of all ages wishing to discuss their personal issues with her. Through her story, Ally had the ability to strongly connect with her audience. Some students were so empowered that they eventually came forward with disclosures of their own abuse issues. At times, these disclosures resulted in police investigations being conducted.

It is obvious that Ally is passionate about internet safety and as such, remains current by researching the topic to assist with her presentations. Ally was able to bring common internet safety messages to life by connecting them with her own experience, which was a real eye opener to her audiences. This resulted in a strong and effective message. As a police service, we often initiate or establish partnerships in a variety of public safety campaigns based on what we have learned and experienced, from the outside looking in. However, it became readily

apparent that you cannot replace the value of partnering with someone who is willing to share her traumatic experiences as a victim.

In closing, we received very positive feedback in relation to Ally's presentations and we are very fortunate to have had the opportunity to work with her on the Social Media Campaign. We wish Ally continued success in her future and would recommend her to others who are embarking on internet safety campaigns in their communities.

Sincerely,

A handwritten signature in dark ink, appearing to read "Paul D. Cook". The signature is stylized, with the first name "Paul" written in a cursive-like script and the last name "Cook" in a more upright, blocky style.

Paul D. Cook  
Chief of Police