



July 25, 2016

To Whom It May Concern:

I am the store manager of ivivva North Park. Inspired by active girls and created by lululemon athletica in 2009, ivivva athletic wear sparks and connects through movement a global community of brave, compassionate and adventurous girls to get involved, support each other and impact the world around them in their own unique way, encouraging them to dream big.

In April 2016, I attended four P³ trainings hosted by Secure/ Higher Ed LLC (S/HE) at a YMCA for parents and their daughters aged 7-8, 9-11, 12-13 and 14+. The curriculum covered the difficult topics of dating violence, domestic abuse, sexual harassment and sexual violence in an age-appropriate way that was enlightening, interesting and entertaining. The integration of self-defense techniques throughout the program allowed the girls to move and maintained their interest level in the curriculum. The self-defense techniques were also taught in a way that was confidence-building and not at all intimidating through instructors who were the same age as the girls attending the program.

You could see in the face of every girl attending that they enjoyed the program, were engaged and felt more confident. I also appreciated the program's emphasis on compassion and girls supporting each other. The parents seemed to feel empowered with a greater sense of confidence about their ability to help their daughters navigate these extremely difficult issues. In post-training surveys, 100% of the parents said that their daughters had fun at the training and 100% said that they and their daughters made changes in behavior that would keep their daughters safer.

As part of a photoshoot featuring the young self-defense instructors modeling ivivva products, we got to witness the skill, training and athleticism of the girls who helped perfect the self-defense techniques taught as part of the S/HE P³ curriculum. It was evident that these girls trained extremely hard and performed impressively in their martial arts movements. At ivivva, we believe that girls of all ages have much to contribute, so *involving girls* in the creation of a program *for girls* is an essential and much overlooked element of a successful program. Anyone attending a S/HE P³ training can see that every element has a research-based background and purpose. This program is uniquely based on research and evidence of success.

Because the S/HE P³ program obviously fits well with the ivivva philosophy, I asked S/HE to host a training for ivivva customers, which took place in a local park on May 15, 2016. Parents of 58 girls signed up for the training. The ivivva training survey results were the same as the YMCA training results, plus, all but one parent

reported that they liked ivivva more as a result of ivivva hosting the training (the other parent said it made no difference in how much she liked ivivva). Clearly, parents attending a S/HE P³ training translate their positive view of the training to the organization hosting it.

This type of evidence-based training program is vitally important in creating brave, compassionate and adventurous girls who will get involved, support each other and impact the world around them. We at ivivva enjoyed hosting the S/HE P³ training and hope other organizations will join us in hosting this program.

Sincerely,

A handwritten signature in black ink, appearing to be 'Mackenna Conway', with a long, sweeping horizontal line extending to the right.

Mackenna Conway