

Magazine Publishers of America
President Nina Link
810 - 7th Avenue
24th Floor
New York, NY 10019

March 8, 2004

Dear Ms. Link,

My name is Bonnie Lettman and my only daughter Amber Marie was killed in 1999 in the Janesville Wisconsin van crash. Along with myself, Amber is survived by her only brother, Tyrone and her father John. She is further survived by hundreds of extended family members and friends.

Amber was the baby of the family and a friend to all, her smile was one the first things you would notice about her, how it virtually lit up her face! Funny, outgoing, with a future potential that we can now only guess at. She was only 16, a month away from her 17th birthday the night of the awful crash.

Like many teenagers Amber wanted to earn her own money, unfortunately, one of the choices to earn that money meant getting into a van full of strangers and traveling far from the people that loved her.

Her father, grandmother & I were told that the trip involved an Orientation Session in Janesville. Unbeknownst to us the crew leader took our children to Appleton Wisconsin to sell magazines. The accident occurred while en route back to Janesville.

Unless you have suffered through the lost of a child in such a violent way you cannot possibly imagine the horror of going to the hospital to identify your daughter. There was no identification on several bodies, it was strewn over the interstate along with clothing and other personal belongings. I'm sure I was close to shock all the way home from the hospital. I couldn't believe my baby was on that horrible gurney in that cold sterile room.

The media coverage was intense and continued for months. We then began to hear of other incidents involving not only the subscription service Amber found herself involved in but other companies as well.

My daughter would turn 22 this year on April 21st. We have missed, so far, her prom, and her graduation. The anticipation of her career, what would she have chosen as a career? Down the road we are of course going to miss the obvious, falling in love, getting married, starting a family. But the little things we will miss as well, going clothes shopping, having lunch together, holidays together.

I have never fully recovered from this most horrible life experience. I feel cold and empty inside. There is very little pleasure in life anymore for me, without my son I would have very little to keep me together daily.

I don't know how your corporation is set up and how you solicit more subscriptions but I would find it very hard to believe that your input would go unnoticed as it pertains to increased revenue. We need your support in order to find a way to stop this kind of solicitation by children. Please help us find a way to save the future for countless other young people and their families. It won't bring Amber back but after reading my letter and others, it may help you sleep better at night.

Sincerely,

Bonnie Lettman
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Stoughton, WI 53589