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To whom it may concern,

My name is Leonard Petlakh, and I am the CEO of Kings Bay Y, a community center located in Sheepshead Bay, New York. It is with pleasure that I submit this letter to endorse The Blue Card, a non-profit organization dedicated to aiding Holocaust survivors in America, and their new education program pioneering the effort to strengthen Holocaust education among younger generations.

Kings Bay Y recently had a number of meaningful and engaging presentations during our after-school program sessions in collaboration with The Blue Card, where they brought an AI-driven, interactive, 3D hologram display that allowed our students to hold a simulated conversation with Holocaust survivor Sonia Warshawski. Most of the students had little familiarity with the Holocaust before the presentation, but indicated that through this experience, they had learned more about the Holocaust in general and details of one survivor’s story and what she endured. The kids were attentive, engaged, and quite intrigued by the ability to communicate with Sonia via the hologram. Many came up with questions for her organically based on the information they had learned from the presentation.

The Blue Card is offering use of this simple-to-operate display for free as a resource for schools and after-school programs in their effort to further Holocaust education among younger generations. The box’s size and portability allow The Blue Card to bring an immersive, interactive, educational experience previously only available when visiting a museum or large exhibition, into a classroom, community center, or after-school location like ours. The Blue Card worked with us to establish a program and setting that was right for our students, they brought all their own materials, and the session delivered valuable takeaways and information kids weren’t yet getting from school in a way that captured their imagination.

I highly recommend this program, especially considering the rise in antisemitism and Holocaust denialism today. This presentation represents a unique opportunity for Holocaust education, and I look forward to a continued partnership with The Blue Card and their Holocaust Education Program to make sure that “Never Again” means “Never Again.”

If you should have any questions about this program, please contact me at lpetlakh@kingsbayy.org or 718-648-7703 ext. 238.

Sincerely,

Leonard Petlakh