

# NOTICE TO CEASE AND DESIST

From: Travelers United

Date: May 9, 2023

This letter has been served as notice of your unlawful publication of false claims related to the promotion of your product.

**IF YOU DO NOT CEASE ADVERTISING THIS CLAIM A LAWSUIT WILL BE COMMENCED AGAINST YOU.**

If you do not comply with this cease and desist letter by May 11, 2023, a lawsuit will be filed in Washington, D.C. seeking monetary damages as well as pursuing all available legal remedies for your lack of fact checking.

Brian Bartes is currently advertising Life Excellence 2023 which is a personal development event held in Plymouth, Michigan. Tickets for the event range from 197 dollars to 497 dollars. It promises “speakers who inspire” and goes on to advertise on the website “You will experience an unparalleled group of top-notch speakers who truly make a difference and have a lasting impact on their audiences. LifeExcellence 2023 will expose you to life-altering ideas and strategies in a fast-paced day of education and discovery.”

Who are those speakers? Well, one of them is well known in the travel community due to her false claims. The Brian Bartes Life Excellence 2023 page reads that one speaker will be “Cassie De Pecol. At the age of 27, Cassie De Pecol became the fastest person – and the first woman – on record to travel alone to every country in the world. She is the CEO of Expedition 196, a keynote speaker, and the author of Expedition 196: A Personal Journal from the First Woman on Record to Travel to Every Country.”



#### Pete Wilson

Pete Wilson is a speaker, certified life coach, and author who has published four books with Harper Collins, including his best-seller, *Plan B*. Over the past 20 years, Pete has spoken to over one million people across the world.



#### Cassie DePecol

At the age of 27, Cassie De Pecol became the fastest person – and the first woman – on record to travel alone to every country in the world. She is the CEO of Expedition 196, a keynote speaker, and author of *Expedition 196: A Personal Journal from the First Woman on Record to Travel to Every Country*.



#### Brian Bartes

Brian Bartes is a success coach, host of the podcast, *LifeExcellence with Brian Bartes*, and author of *Life Lessons: A Guide to Creating and Living Your Best Life*. His action-oriented, results-driven methods inspire and empower his clients to achieve greater success – in every area of life!

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## What Makes LifeExcellence2023 A Can't-Miss Event?

#### An Event For Super Achievers

Regardless of the background, career or experience, LifeExcellence 2023 is designed for those who desire to learn, grow and achieve excellence – in every area of life. Whether you are thinking about starting a new business or career, or finding your life's passion, you'll discover valuable tools and strategies to live the life of your dreams.

#### Speakers Who Inspire

You will experience an unparalleled group of top-notch speakers who truly make a difference and have a lasting impact on their audiences. LifeExcellence 2023 will expose you to life-altering ideas and strategies in

<https://brianbartes.com/events/life-excellence-2023/>

#### Outstanding Content

LifeExcellence is about learning and growing in every area of life. You will leave the event equipped with a wide range of ideas, topics and strategies shared by our diverse speaker panel. From health and fitness to relationships to revolutionary ideas for business and personal growth, this event will help you design and live an excellent life!

#### Phenomenal Networking

At this high-level event, you'll network with other like-minded people who want to have more, do more, be more, and make a bigger difference in the world.

Cassie De Pecol is not the first woman on record to travel alone to every country in the world. No one certified De Pecol as having done this. Many other women have traveled to every country long before De Pecol. Some even did it alone and their travels have been well documented.

We strongly recommend that everyone conduct basic research to see the veracity of the claims of those on the speaker circuit. De Pecol does not speak at travel conferences because people know she is not truthful in her claims. She has claimed to be everything from the “first sponsored astronaut” to the “first woman to travel to every country.” The travel community knows she is

neither. We strongly recommend anyone planning a conference do a basic Google or Bing search to verify the claims of the speaker they plan on promoting to sell tickets to their event.

If you do not comply with this cease and desist letter, a lawsuit will be filed in Washington, D.C. seeking monetary damages as well as pursuing all available legal remedies against you for advertising a speaker with false claims in selling your product.

Sincerely,

/s/ Lauren Wolfe

LAUREN WOLFE  
Counsel for Travelers United  
DC Bar #1048660  
2833 Alabama Ave SE #30736  
Washington, DC 20020  
Telephone: 202-713-9596  
Email: [lauren.wolfe@travelersunited.org](mailto:lauren.wolfe@travelersunited.org)