

NEWS RELEASE

For Immediate Release

Child Helmet Safety Captured in Photography and Song National Photography Contest culminates with award concert



Ho Chi Minh City, 29 June 2009 – Photos of beaming smiles captured under their securely fastened child helmets, or embracing their parents wearing the same gear, adorned the walls in the Exhibition Hall of Lan Anh Music Center today. The public exhibit displayed the top 50 entries in AIP Foundation's *National Traffic Safety Photography Contest* sponsored by the Vietnam Helmet Wearing Coalition (VHWC). Following the exhibition inauguration, the contest winners were awarded at the *Kids Love Helmets* concert that marked the close of the successful competition.

“It is gratifying as an artist to be able to contribute to child education, especially in an important matter such as road safety and helmet wearing,” said Celebrity Goodwill Ambassador and singer My Linh. Diva My Linh has joined the VHWC's child helmet campaign in February 2009 when the photo contest was launched. All Vietnamese nationals were invited to submit photos of children with helmets in daily life. The competition resulted in 25,193 registered users and more than 500 submitted photos.

“Adding the competitive element is an engaging way to bring everyday people into the larger conversation about road traffic safety,” said H.E. Mr. Peter Lysholt Hansen, Danish Ambassador to Vietnam and major campaign sponsor. “It also allows them to become familiar with the sight of children with helmets in ordinary situations.”

Six submissions were awarded prizes of 30 million VND and free helmets. The prizes included an award for the photo that received the most online votes, five prizes for the favorites of a panel of judges including two consolation prizes.

“I am honored that such a distinguished panel thought my work was worth recognizing,” said the first place winner. “Most important is that it shows young people that wearing helmets can be hip and fashionable, as well as simply a smart decision.”

The panel of judges consisted of: Mr. Than Van Thanh, Chief Secretariat of the National Traffic Safety Committee; Mr. Peter Lysholt Hansen, Danish Ambassador to Vietnam; Mr. Greig Craft, President of AIP Foundation; Diva My Linh, Celebrity Goodwill Ambassador; Mr. James Domingo and Mr. Na Son, internationally recognized photographers; Mr. Le Quoc Vinh, President of LeBros Group; and Ms. Ha Hong Hao, Director of Tre Tho Information Service JSC.

The award concert included performances by Diva My Linh, Ho Ngoc Ha, Lam Truong and famous fashion models accompanied by the kids of Baby Kitty Group wearing helmets. It also included a “Talk Show” segment,

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where Prof. Dr. Med Truong Van Viet, the former director of Cho Ray hospital, Ms Nguyen Thi Xuan Diem, traffic accident survivor, Mr. Peter Lysholt Hansen and Ms. My Linh held a panel discussion on how and why children should wear helmets.

“The competition was part of a campaign with a larger, three-part focus,” said Mr. Greig Craft, AIP Foundation President, “to combat misinformation and convince parents that helmets are safe for children; to advocate for a modification of Vietnam’s current helmet law to include fines for drivers carrying un-helmeted children; and to increase child helmet-use rates nationwide, with a focus on urban areas.”

AIP Foundation’s lobbying efforts bore fruit when the Government of Vietnam announced it was amending the national mandatory helmet law to include fines for drivers transporting children under 16 years old without helmets.

“AIP Foundation has been a great support in providing expertise as Vietnam has become more and more active in protecting its people on the roads,” said Mr. Than Van Thanh, Chief Secretariat of the National Traffic Safety Committee. “Events like this help get out the message to adults that child helmet wearing leads to happy and healthy families.”

About Asia Injury Prevention Foundation (AIP Foundation):

AIP Foundation is an American non-profit organization that aims to improve road safety in the developing world. AIP Foundation has donated more than 400,000 helmets through its *Helmets for Kids* program since 1999. AIP Foundation established Protec in 2002, the world’s only not-for-profit commercial helmet company that designed the revolutionary and low-cost ‘tropical’ helmet now produced in Vietnam. AIP Foundation also developed a national road safety curriculum in 2004, which has been recognized by the Department of Education and Training for traffic safety in all primary schools in Vietnam.

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About the Vietnam Helmet Wearing Coalition (VHWC):

The VHWC is a public-private partnership with the goal of increasing awareness of the importance of motorbike helmets in Vietnam. The VHWC was responsible for the highly successful National Helmet Wearing Campaign (2007-08) that contributed to the Government’s passage of a mandatory helmet law. Child helmet use continues to lag, though, and in response AIP Foundation launched its second Child Helmet Wearing Public Awareness Campaign in January 2009. The VHWC members supporting the Child Helmet Campaign include AIP Foundation, AusAID, the Danish Embassy, FIA Foundation, the National Traffic Safety Committee (NTSC), Safe Kids Worldwide, Talisman Vietnam, the World Bank, and the World Health Organization (WHO).