



FOR IMMEDIATE RELEASE

CAMBODIA BIKER CLUB KICKS OFF PASSENGER HELMET CAMPAIGN

On December 7th, members of the Cambodia Biker Club made a formal commitment to putting helmets on themselves and their passengers every time they ride, as a convoy of riders kicked off the new “Always care. Always wear a helmet.” public awareness campaign. The campaign is being implemented by Asia Injury Prevention (AIP) Foundation, in close collaboration with the National Road Safety Committee (NRSC) and the General Commissariat of National Police, Ministry of Interior (Mol).

“Research shows that Cambodians understand that wearing helmets can be the difference between dying and surviving a motorcycle accident,” said Mirjam Sidik from AIP Foundation. “However, adult and child passengers frequently ride without helmets when they travel short distances or close to home. The truth is that most accidents happen then, and these choices are costing Cambodia thousands of lives.”

To combat this problem, the public awareness campaign released today focuses on reminding Cambodians that putting a helmet on their passengers is a simple act of caring, one among the many they routinely perform for their loved ones every day. The campaign’s logo, both a helmet and a heart, illustrates this simple but life-saving concept.

“Always care. Always wear a helmet.” will utilize public events, television commercials, radio spots, billboards, posters and more to communicate the immense savings, in both lives and costs, that can result from putting helmets on all motorcycle riders.

“Putting helmets on the heads of passengers can significantly impact this country, but it is also a global issue,” says Mr. Saul Billingsley from FIA Foundation. “With the United Nations’ Decade of Action for Road Safety (2011-2020), we have the opportunity to bring together a coalition of activists from non-profit organizations, government offices, and the private sector to save lives, costs, and prevent suffering.”

“As regular motorcycle riders, we are committing to wearing helmets every single time we travel,” said Mr. Khor Who Hock from the Cambodia Biker Club. “We aim to be role models in supporting this cause. Wearing shirts with the logo today, and giving rides to attendees, raises awareness of this important issue in a fun and memorable way.”



“Always care. Always wear a helmet” is the second phase of a 45 month passenger helmet campaign, and aims to advocate for passenger helmet legislation and increase helmet use rates among motorcycle passengers in Cambodia.

“The government of Cambodia and the National Police have been supporting AIP Foundation’s initiative and will continue in the years ahead” said General Kim Yideth of the Central Department of Public Order. “Whether through these public awareness campaigns, or school-based programs such as Helmets for Kids, promoting the act of caring for one another can help thousands of families.”

For Media Contact

Chloé Denavit

Communications Coordinator

AIP Foundation

18bis/21 Nguyen Thi Minh Khai Street, District 1

Ho Chi Minh City, Vietnam

Tel: 08-6299-1409 Ext. 113

Email: Chloe.denavit@aipf-vietnam.org

About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).” In May 2010, H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.