

FOR IMMEDIATE RELEASE

Top Phnom Penh businesses ride together to fund helmets for first graders

18 May 2013 – Takeo

127 first grade students at Prey Sandek Primary School in Takeo Province, Cambodia added helmets to their school uniforms on May 18, as part of the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program supported by Cambodia Biker Club (CBC).

For the second year, CBC has organized a charity ride to fundraise among Phnom Penh's top multinational and local businesses, including Maybank, Maersk Line, Damco, MCC Transport, Top1 Oil, Mike's Burger House, and Sawasdee Massage to provide helmets to the students of Prey Sandek Primary School. This year 50 motorcyclists rode from Diamond Island to Sunway Hotel in Phnom Penh on March 31 to support CBC Charity Ride, in conjunction with the second annual Phnom Penh Bike Week, themed of "Ride for a Reason".

"The results of last year's helmet donation surpassed our expectations and will continue to motivate us to do more," said Tommy Christensen, representative of the Cambodia Biker Club Charity Ride and Go4 Intelligent Bunkering Solutions. "Average helmet wearing rates increased from virtually none to nearly 94 percent! With such an impressive outcome, we're excited to continue our ride to fundraise for these students' safety on the road."

"Prey Sandek Primary School is located along the busy National Road 2, which leads from Phnom Penh to the Vietnamese border," said H.E. Major General Kim Yideth, Deputy Secretary General of the National Road Safety Committee and Deputy Director of Central Department of Public Order, Ministry of Interior. "Proximity to this busy road and weak traffic infrastructure create a dangerous environment for the students."

"CBC Charity Ride's support not only provides live-saving helmets to children but also enables us to conduct teacher trainings, extracurricular activities, and communication with students' parents to reinforce their understanding of helmet use and encourage them to put helmets on their children," said Kim Pagna, AIP Foundation Country Director. "We believe this investment effectively sustains high helmet wearing rates beyond the project's term."

"Parent and community engagement activities played a major role in the success achieved in the project's first year," said Benjamin Paul Wilson, Country Manager of Maersk (Cambodia) Co., Ltd. "As teachers, parents, motorcycling enthusiasts, and business leaders, we are role models. Do your part by wearing your helmets and ensuring that your children do too."

"Maybank has always believed that giving a helping hand and improving the communities we work in is one of the most important parts of doing business, a value that has shaped who we are today," said Lee Tien Poh, Chief Executive Officer of Maybank (Cambodia) Plc. "This collaboration with AIP Foundation to provide education about road and helmet safety is essential for instilling safe road behaviors from a young age."



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, manufacturing Protec brand tropical helmets in Vietnam. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle 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.

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