



MEGA STAR
CINEPLEX



AIP
FOUNDATION
MAKING ROADS SAFE

FOR IMMEDIATE RELEASE

Theatergoers learn about pedestrian safety at CJ/MegaStar Cinemas nationwide

30 September 2013 – Ho Chi Minh City

“Let’s Walk Safely,” a pedestrian safety TV commercial created by the Asia Injury Prevention (AIP) Foundation and CreaTV will air in CJ Group owned MegaStar Cinemas across Vietnam this October, November, and March. The commercial will provide movie-goers with valuable pedestrian safety information that has the potential to save thousands of lives across the nation.

The TV commercial was created as a pro-bono project by CreaTV to support the UN Decade of Action for Road Safety as part of AIP Foundation’s child pedestrian safety campaign. This multifaceted program combines education and environmental improvements to areas where children walk, as well as research and law enforcement with the goal of promoting child pedestrian safety.

“Road traffic injuries claim an estimated 22,000 Vietnamese lives every year, nearly 15 percent of whom are pedestrian road users,” said Mirjam Sidik, Chief Executive Officer of AIP Foundation. “This commercial was created to warn audiences about the dangers they face walking on the road and provide a lesson on how to cross safely.”

The brief but moving commercial targets young audiences with striking animation and encourages them to stop, look both ways, think, listen, and cross carefully. CJ Group and MegaStar have generously agreed to air the commercial in ten of their theaters more than 9,000 times in five provinces throughout Vietnam.

“It is our hope that this commercial will reach Vietnam’s most vulnerable road users and make our communities safer,” said Chang, Bok Sang, Chief Executive Officer of CJ Group Vietnam HQ. “The commercial will empower Vietnamese movie-goers of all ages with life-saving information.”

About CJ Group

CJ Group, the largest lifestyle conglomerate company, comprises numerous businesses in various industries of food and food service, pharmaceuticals and biotechnology, entertainment and media, home shopping and logistics.

CJ has a dream where the world enjoys Korean movies, foods, TV dramas and music in their daily life and feels the happiness they bring. CJ aims to be a leading lifestyle company that helps people to realize their dreams.

About MegaStar

MegaStar Cineplex is Vietnam's first international standard multiplex chain, presently with locations in HCMC, Hanoi, Da Nang, Bien Hoa and Hai Phong. MegaStar is the 3D leader in Vietnam with 3D screens at all locations.

About CreaTV

Crea TV is one of South East Asia’s foremost film production companies bringing unparalleled experience to the making of feature films, high-end commercials, television programs, corporate films, and events. After more than 15 years of operations in Vietnam, Crea TV has built a unique infrastructure with production offices, 2 sound stages and an in house post-production facility. With offices in Vietnam (Ho Chi Minh City – Saigon) and sister affiliate companies in Thailand (Bangkok) and Cambodia (Phnom Penh) we work with agencies and clients from around the world. Our directors and producers are dedicated to maintaining our reputation for quality and delivery.



About The Asia Injury Prevention Foundation

Asia Injury Prevention (AIP) Foundation represents Safe Kids Worldwide in Vietnam. AIP Foundation is a U.S. registered 501(c)(3) non-profit organization that uses cross-sector 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.

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