

FOR IMMEDIATE RELEASE**CLEAR ANTI-DANDRUFF SHAMPOO and AIP Foundation donate helmets to students, mothers, and teachers in Hai Duong Province**

October 1 – Hai Duong, Vietnam

On October 1st 2013, CLEAR ANTI-DANDRUFF SHAMPOO and AIP Foundation held a helmet handover ceremony for the pilot project *Helmets for Heads* in Tu Ky district of Hai Duong province, Vietnam. On this day, 1,065 helmets were donated to 505 elementary students, 505 parents, and 55 teachers from Ky Son and Tai Son primary schools.

The *Helmets for Heads* initiative is a cumulative effort from fund-raising events held during the Singapore, Malaysia and Abu Dhabi Formula One Grand Prix to help educate underprivileged communities in Southeast Asia about the importance of helmet wearing, while reinforcing the message around ‘scalp protection’. This project is implemented in partnership with the UN Decade of Action for Road Safety to help reduce road traffic injuries and fatalities worldwide.

“At CLEAR we are excited to see the results of our fundraising efforts coming to fruition, and for these communities to receive the helmets for better protection when travelling on the road,” says François Renard, Global VP, CLEAR ANTI-DANDRUFF SHAMPOO. “We hope that this initiative will help further raise awareness for road safety.”

Ky Son and Tai Son primary schools were selected for this donation as they are both located on major highway 391. 70 to 80 percent of the students travel to school on motorcycles with heavy traffic. Travelling in this area is made even more dangerous due to the schools’ proximity to the industrial zones. These schools have already experienced 12 non-fatal traffic crashes in the past three years. Many parents in this area earn below the average provincial income and cannot afford to buy helmets for themselves and their children.

The helmet handover ceremony included performances by students, parents, and teachers as well as helmet training games, and remarks by the Department of Education and Training. Speeches covered the importance of road safety, and information about how the new helmets will help protect motorcycle drivers and passengers when travelling on the road.

In addition to the provision of quality helmets, *Helmets for Heads* held a workshop on September 28, 2013 to educate parents and teachers about road traffic laws, child helmet laws, and correct helmet use. Letters asking parents to pledge to always wear helmets and to help their children do the same were sent out to 550 parents of students from both schools. Every letter sent out brought in an agreement from a parent to join the project, to act as a role model and always wear a helmet, and to make sure their child always wears a helmet as well. Other awareness raising activities will be conducted throughout the school year to ensure that children, parents, and teachers continue to wear helmets.

About CLEAR ANTI-DANDRUFF SHAMPOO

CLEAR MEN is formulated with Pro-Nutrium 10. It is an essential blend of 10 pro-vitamins and mineral nutrients that strengthens scalp for a total of 3 scalp differences: no dandruff, no grease and no itch.

CLEAR's patented formulations are a result of extensive research and development by scalp and hair care experts. CLEAR's innovative breakthrough, Pro-Nutrium 10, deeply nourishes and strengthens the scalp 3 layers deep.

CLEAR's Helmets for Heads initiative

The *Helmets for Heads* initiative is aimed at promoting road safety to increase awareness about the importance of head protection and raise funds for the purchase and distribution of helmets in lower income communities, which will run in partnership with the UN Decade of Action for Road Safety 2011-2020.

Funds raised from events were channelled through the Road Safety Fund and injected into programmes under the Asia Injury Prevention Foundation.

The Road Safety Fund was established to generate support for the UN Decade of Action for Road Safety, which aims to prevent the loss of five million projected to be lost on the world's roads by 2020, and was co-sponsored by more than 90 countries including Vietnam, Cambodia and Thailand.

Proceeds raised through the Road Safety Fund will be channelled into the following programmes:

- Road injury prevention programmes in developing countries – working with a wide range of partners on the frontline of the global road death epidemic to save lives
- Enabling global advocacy for the Decade of Action, building awareness and support for the Decade's injury reduction goals

About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit that works to prevent road traffic injuries and fatalities in developing countries. The work of AIP Foundation includes school-based programs, public awareness campaigns, and a non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.



AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand and programs in China, Uganda, and Tanzania. 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 UN Decade of Action for Road Safety (2011-2020).

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