



**FOR IMMEDIATE RELEASE**

**Chevron and AIP Foundation donate 900 helmets to high school students in Phnom Penh through *Helmets for Youth***

*24<sup>th</sup> & 30<sup>th</sup> of December 2013 – Phnom Penh*

On 24<sup>th</sup> and 30<sup>th</sup> of December 2013, Chevron and the Asia Injury Prevention (AIP) Foundation will host helmet kick-off ceremonies at two high schools in Phnom Penh, Cambodia as part of the *Helmets for Youth* program. A total of 900 helmets will be donated to students and teachers at the events and 4,000 students will receive vital road safety education.

Hun Sen Bunrany Wat Phnom High School will host the ceremony on 24 December that will be chaired by H.E Im Koch, Secretary of State of the Ministry of Education, Youth, and Sports. The kick-off ceremony at Boeung Trabaek High School on 30<sup>th</sup> of December will be chaired by H.E Lieutenant General Chan Kim Seng, Director of Central Department of Public Order, Ministry of Interior. Both events will include student performances, remarks from sponsors and government representatives, road safety lessons and trivia games.

“Before and after the kick-off ceremonies, helmet use training workshops will be organized to arm students and teachers with valuable road safety and helmet use skills and information,” said H.E Im Koch, Secretary of State of the Ministry of Education, Youth, and Sports. “It is our hope that the education these students receive will empower them to become safer, smarter road users.”

According to Cambodia’s Road Crash Victim Information System (RCVIS) 2012 report, road crash fatalities in Cambodia have doubled over the past eight years while the number of registered motorized vehicles on Cambodia’s roads has increased by 278 percent. In 2012, Phnom Penh had the highest number of road fatalities of all provinces in Cambodia. Motorcycle riders accounted for 68 percent of the total fatalities and only 22 percent of motorcycle riders were found to be wearing a helmet at the time of their crash.

“Road traffic injuries are the number one killer of young people aged 15-29 worldwide,” said Pagna Kim, AIP Foundation Country Director for Cambodia. “High school students are extremely vulnerable to road traffic injuries, and the best treatment is prevention. The intention of these events is not only to educate students and teachers about the importance of helmet use, but also warn them against two main causes of road traffic crashes: speeding and drunk driving.”

This is the second year of Chevron’s collaboration on AIP Foundation Cambodia’s helmet awareness activities, and its first year as a sponsor of *Helmets for Youth*.

“At Chevron, safety is our utmost priority,” said Chang Swee Wah, representative of Chevron (Cambodia) Limited. “This means not just encouraging safe behaviors among our staff, but also in the communities where we operate. It is our hope that the students here today will take these lessons to heart, and will in turn practice safer road behaviors and encourage their loved ones to do the same.”



“ It has been predicted that the number of annual road fatalities in Cambodia will increase up to 3,200 by 2020, if additional measures are not taken to increase road safety.,” said H.E Lieutenant General Chan Kim Seng, Director of Central Department of Public Order, Ministry of Interior. “We are pleased to see these efforts to make roads safe at the community level.”

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### **About Chevron (Cambodia) Limited**

In Cambodia, Chevron (Cambodia) Limited markets the Caltex™ brand, which is Chevron’s consumer-facing brand in Asia Pacific and parts of the Middle East and Africa. There are 26 Caltex service stations, 17 Star Marts® and 8 Coffee Plus gourmet café outlets in Cambodia. Fuel products such as Caltex with Techron® petrol, Caltex with Techron® Diesel, and lubricants such as Havoline® and Revtex® are also available at all our Caltex Service Stations

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### **About the Asia Injury Prevention 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; Bangkok, Thailand; and Chengdu, China in addition to offices in Africa. 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 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).”

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