



***FOR IMMEDIATE RELEASE***

**Celebrities and road safety stakeholders join Hanoi families to show how much they ‘love helmets’**  
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On Saturday May 4, the Asia Injury Prevention (AIP) Foundation, in collaboration with Hanoi Traffic Safety Committee and Hanoi Department of Education and Training, hosted a “Kids love helmets” family day in the Hanoi Botanic Gardens.

The event was part of the national campaign, “Children also need a helmet” to increase motorcycle helmet wearing among Vietnamese children, by engaging parents, children, and road safety stakeholders in traffic safety games and activities. The first “Kids love helmets” family day was held in Ho Chi Minh City on March 24 and attracted more than 5,000 participants.

Children and parents learned about the importance of helmets, how to wear helmets correctly, and other traffic safety topics through interactive games and by hearing directly from road safety stakeholders and celebrity ambassadors; singer, Thai Thuy Linh and actor, Tu Long. Attendees also enjoyed the performances from two young stars Duc Anh Doremi and Vietnam’s Got Talent winner Đăng Quân. More than 1,000 people attended the event, including children and parents, local authorities, and road traffic safety stakeholders.

“We are honored to partner with government in numerous operations to improve traffic safety conditions in Vietnam, and together we have achieved great successes,” said AIP Foundation President Mr. Greig Craft. “Our public awareness and education activities can only be effective with the collaborations of stakeholders, including families, schools, and law enforcement officers. Celebrities, as positive examples for our children, can play a particularly powerful role.”

A representative of Hanoi Traffic Safety Committee said, “The results achieved in Ho Chi Minh City during the first phase of the ‘Children also need a helmet’ campaign have compelled us to replicate the model of enforcement combined with communications activities in Hanoi. The ‘Kids love helmets’ family day is one of the first activities in phase two of the campaign to increase the rate of children wearing high-quality helmets in Hanoi.”

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**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).”

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