



***FOR IMMEDIATE RELEASE***

**Primary students bring attention to road safety on International Children’s Day**

*27 May - 6 June 2013 – Kampong Speu and Kandal*

School children and traffic police in Kampong Speu and Kandal provinces celebrated International Children’s Day, June 1, with interactive road safety activities, in support of the Asia Injury Prevention (AIP) Foundation’s *Helmets for Kids* program sponsored by The UPS Foundation.

International Children’s Day celebrates children and their role in society but also highlights their vulnerability, which is why on this occasion *Helmets for Kids* has equipped children at Hun Sun Prek Russey, Vorsar, and Kor Ki primary schools with life-saving road safety knowledge and skills.

“An estimated 2,000 lives were lost and more than 5,000 severe injuries resulted from crashes on Cambodia’s roads in 2012,” said Kim Pagna, AIP Foundation Country Director. “Most of these involve motorcyclists, and yet, fewer than 10 percent of passengers, including children, wear helmets.”

Between May 27 and June 6, traffic police led road safety lessons for the students, who practiced what they learned through interactive games, including a painting contest, a bicycle race, and a quiz of road safety questions.

“The schools are located in close proximity to high-risk roads, creating a dangerous environment for the students because motorcycles, cars, buses, and trucks travel along the road at high frequency and speed,” said a representative of Traffic Police. “We have joined AIP Foundation and UPS to focus on helmet safety for bicyclists and motorcyclists in order to make these students’ commute safer.”

The UPS Foundation donated nearly 3,000 motorcycle helmets to students and teachers at the three schools in January and plans to donate more than 8,000 helmets total to children in Cambodia by 2015. “The initial results of our donations surpassed our expectations with average helmet use rates across the schools, originally near zero, increasing to 88 percent,” said Roderick Ramirez, UPS Asia Pacific, Manager of Authorised Service Contractors. “We protect children, because they are our most important asset.”

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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).” 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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