

*For Immediate Release*  
*October 24, 2013*

## **Manulife Cambodia donates 647 helmets to Wat Preah Put Primary School through *Helmets for Families***

**Phnom Penh, Cambodia** – On October 24, 2013, the leading Canadian-based financial services company, Manulife Cambodia, in collaboration with the Asia Injury Prevention (AIP) Foundation, held a *Helmets for Families* helmet handover ceremony at Wat Preah Put primary school in Phnom Penh. On this day, 647 helmets were donated to students, teachers, and parents to promote road safety and to raise awareness around the issue of helmet use.

Wat Preah Put primary school is located in a high-density traffic area along a main road in Phnom Penh. Approximately 80 percent of students commute to school during rush hour on motorcycles and bicycles, very few of whom wear helmets. With this donation, *Helmets for Families* has provided helmets to 499 students, 48 teachers, and 100 mothers as well as helmet training sessions to reinforce the importance of helmet use and remind parents and educators of their responsibility to act as models of good behavior.

“Our vision is to help provide a better future for Cambodian families,” said Robert Elliott, CEO & GM of Manulife Cambodia. “Corporate social responsibility is not just a core value, it is our unwavering commitment. This is our second helmet donation with AIP Foundation this year. I believe that our donation today will help to enable a community of safer and smarter road users.”

The ceremony was attended by over 200 community-members, including Deputy Governor of Phnom Penh H.E. Seng Ratanak, Secretary of State of Ministry of Education, Youth and Sport H.E. Im Koch, Secretary General of the National Road Safety Committee, H.E. Poeu Maly, and H.E. Major General Kim Yideth, representative of the General Commissariat of National Police.

“This Helmet Handover Ceremony to distribute 647 helmets to students, teachers and parents of Wat Preah Put Primary School is an important step in promoting safe riding behavior to vulnerable road users including school children,” said Deputy Governor of Phnom Penh H.E. Seng Ratanak. “This event supports the Royal Cambodian Government’s effort to reduce road crashes in Cambodia; and I would like to appeal to all parents and teachers to be good role models for their students and children by always wearing helmets and respecting traffic laws while driving.”

The helmet handover celebration included lessons on bicycle riding and pedestrian safety, drawing contests, student performances about helmet use, parent remarks, and the presentation of a certificate of appreciation from the school to representatives of Manulife Cambodia. Follow up activities will include road safety quizzes, helmet drawings, essay contests, a parent-led helmet parade, community outreach, and a “my mom and helmet” forum. A training course for mothers will also be held and helmet monitoring will occur throughout the year.

“AIP Foundation greatly appreciates Manulife Cambodia’s commitment to the *Helmets for Families* project,” said Kim Pagna, Cambodia Country Director of AIP Foundation. “The helmets donated today have the potential to save the lives of these children, parents, and teachers now and for years to come.”

In addition to sponsoring the program, Manulife employees have participated in the *Helmets for Families* program by painting road safety murals at schools, teaching students how to correctly wear



their new helmets, and taking part in road safety trainings for students and mothers conducted by AIP Foundation.

**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.

**About Manulife Cambodia**

Manulife Cambodia started its operation on June 28, 2012. It is the latest market entry in Asia by Manulife Financial, one of the world’s leading life insurance companies. As the first wholly foreign-owned life insurance company in the kingdom, Manulife Cambodia is committed to providing its clients with much needed financial protection through its products and services.

**About Manulife Financial**

Manulife Financial is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. Clients look to Manulife for strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We also provide asset management services to institutional customers. Funds under management by Manulife Financial and its subsidiaries were C\$567 billion (US\$539 billion) as at June 30, 2013. The Company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States.

Manulife Financial Corporation trades as ‘MFC’ on the TSX, NYSE and PSE, and under ‘945’ on the SEHK. Manulife Financial can be found on the Internet at manulife.com.

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