

FOR IMMEDIATE RELEASE

Sophie Paris Vietnam Donates Helmets to Students to Promote Road Safety

Ho Chi Minh City, 10 January 2011- Sophie Paris Vietnam today donated more than 200 helmets to students at Dong Ba Primary School in Ho Chi Minh City through the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program.

Since 2008, the AIP Foundation has implemented *Helmets for Kids* at the Dong Ba Primary School, providing almost 1,000 students with helmets. This year, Sophie Paris Vietnam donated bright magenta helmets to first grade students, while older students received replacement helmets as required.

"Education, safety and development of future generations is a priority at Sophie Paris, and the *Helmets for Kids* program is a great way to ensure students become safer, smarter road users," said Nick Jonsson, General Director of Sophie Paris Vietnam.

Launched in 2000 by former U.S. President Bill Clinton, *Helmets for Kids* is AIP Foundation's signature school-based program. Students participating in the program receive high-quality helmets and road safety education. Parents and teachers are further educated about the importance of helmet use and encourage students to wear their helmets during their daily commutes to school.

"We believe every child should wear a helmet every time they climb aboard a motorbike," said Mirjam Sidik, Executive Director of AIP Foundation. "Our goal with the *Helmets for Kids* program is to effectively make the helmet a part of the school uniform."

Helmets for Kids operates along a unique public-private partnership platform, through which private corporations sponsor schools and local authorities—including the Department of Education and Training and Traffic Safety Committee—partner with AIP Foundations to implement programs.

"In 2010, 11,449 fatalities and 10,633 injuries are caused by traffic accidents, according to statistics from the National Traffic Safety Committee", said Nguyen Ngoc Tuong, Vice Chief of the Department of Traffic Safety Committee in Ho Chi Minh City. "There are a lot of reasons leading to traffic accidents, but mainly because people have limited knowledge and awareness of traffic safety, especially among parents and students. Most parents do not think about getting helmets for their children or encouraging them to wear helmets to prevent injuries."

According to a 2008 Cochrane study, helmets reduce the likelihood of death from a road traffic crash by 42 percent and the likelihood of serious injury by 69 percent. Road safety education further catalyzes behavior change and empowers students to make smart decisions.

"We believe that road safety education is critical to create a safer traffic environment for the next generation," said Ms. Pham Thi Kim Oanh, Expert at the Department of Education and Training.

For the editor

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About AIP Foundation

The Asia Injury Prevention (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, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, launched the Global Helmet Vaccine Initiative, an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).’” For more information about the AIP Foundation, please visit www.asiainjury.org.

About Sophie Paris Vietnam

Sophie Paris is a French owned fashion company selling direct. It is present in four countries including Indonesia, Morocco, Philippines and Vietnam. With head office in Jakarta, Indonesia the company employs more than 550 staffs and has more than 100,000 active members around the world. The company produces a new catalogue every 45 days full of French designed fashion for woman, men and children. Sophie Paris Vietnam was launched in October 2010 and has its office on 84B Tran Quoc Toan street, Ward 8, District 3. Ho Chi Minh City. The company employs 53 staff as well as a fast growing number of members. Sophie Paris Vietnam is fully certified and recognized by the Direct Selling Committee of the American Chamber of Commerce in Vietnam.