

## **FOR IMMEDIATE RELEASE**

“FOR CHILDREN’S SAFETY”- Big C supports the “Children also need a helmet” program

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Sustainability is an integral part of Big C Vietnam’s development strategy. Following a year of effective community activities, Big C will continue in 2012, beginning with the program “For children’s safety”. This program aims to raise awareness of child road safety issues and the importance of child helmet use.

This initiative is in support of the campaign “Children also need a helmet” which is being run by the National Traffic Safety Committee, the Ministry of Education and Training, the Road and Rail Traffic Police Department, and implemented by Asia Injury Prevention Foundation (AIP Foundation) in major Vietnamese cities.

Big C is committed to promoting child helmet use in Vietnam. To do so, the supermarket chain rolled out powerful communication activities, reaching millions of customers across the country, over the two weeks after Lunar New Year Festival (26/1/2012 – 12/2/2012). These include:

- Three pages of the promotion catalogue reserved to promoting the benefits of children wearing helmets and instructions on wearing one properly. Approximately one million catalogues were printed, making a significant impact in disseminating information among parents.
- The introduction of a 50% promotion for customers buying child helmets (after applying for the Big C Preference Card). The promotion applied to the Protec Kitty KMWF at 150.000VND/item (original price: 300.000VND/item), the half-head helmets S06 Tem Size S at 90.000VND/item (original price: 180.000VND/item), and half-head helmets AC 103K Size S at 75.000VND/item (original price: 150.000VND/item). The promotional price for a chin strap system was 54.900VND/item (original price: 109.900VND/item).
- Spreading the message that “Children also need a helmet” through banners, posters, loudspeakers, and flyers throughout the supermarket and parking lot.

Research shows that wearing a helmet correctly can help reduce the risk of head trauma by 69% and the risk of death by 42% in an accident. This applies to all ages, including children. Big C hopes that its efforts can contribute to minimizing the rate of children being injured on the roads and to the success of the “Children also need a helmet” campaign.

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