



FOR IMMEDIATE RELEASE

The UPS Foundation sponsors second helmet donation and second year of *Helmets for Kids* at Ban Makkhang School and Nong Sumrong Wittaya School in Udon Thani

11 & 13 February, 2014 – Udon Thani

The Asia Injury Prevention (AIP) Foundation has commenced the second year of the *Helmets for Kids* program in Udon Thani supported by The UPS Foundation, with a handover of 2,697 helmets to children of Ban Makkhang School and Nong Sumrong Wittaya School. The donation was celebrated with “Road Safety Day” events at each school to promote the continuous use of helmets and raise road safety awareness among school children. The Road Safety Day events were one-day events of informative and interactive activities for students aged from kindergarten to high school. Students had the chance to create artworks and assignments on a road safety theme, and compete with each other for prizes.

Following the first donation of over 4,300 helmets in the 2012-2013 school year, helmet wearing at the schools increased by 16.5 percent. The UPS Foundation is continuing their support in these two schools with the goal of creating a “safety culture” among students. The second year of the program will consolidate students’ road safety knowledge and skills, with the aim of achieving an even higher helmet wearing rate.

“Helmets have been proven to reduce the risk of injury resulting from a road traffic crash by 69 percent and death by 42 percent,” said Ratana Winther, AIP Foundation Thailand Country Director. “Children are the most vulnerable group of road users, and it is important that we take this small step to protect them from potential injury or, even worse, death. The UPS Foundation gave us the opportunity to continue our work to help students and the community in Udon Thani. We hope that these students will remember the road safety lessons that they learned and experienced today and continue to value their helmets for years to come.”

The UPS Foundation’s generous sponsorship of helmets and the Road Safety Day events was supported by road safety stakeholders in Thailand including the Department of Disaster Prevention and Mitigation, the Department of Land Transport, Public Health Promotion, Road Accident Victims Protection Company Limited, and the Royal Thai Police and NAT Motors Sales.

About AIP Foundation

The Asia Injury Prevention (AIP) Foundation is a U.S. registered 501 (c)(3) non-profit organization that uses social enterprise, 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).”

About The UPS Foundation

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Since its founding in 1907, UPS has built a legacy as a caring and responsible corporate citizen, supporting programs that provide long-term solutions to community needs. Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national, and global communities. In 2012, UPS and its employees, active and retired, invested more than \$97.5 million in charitable giving around the world. The UPS Foundation can be found on the web at UPS.com/foundation. To get UPS news direct, visit pressroom.ups.com/RSS.

About UPS

UPS (NYSE:UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. The company can be found on the Web at UPS.com and its corporate blog can be found at blog.ups.com. To get UPS news direct, visit pressroom.ups.com/RSS.

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