



FOR IMMEDIATE RELEASE

Binh Chanh District primary school rallies with UPS to drive home the importance of helmets for children

On October 30, 2013, students, teachers, and parents of Vinh Loc 1 Primary School came together with The United Parcel Service, the Asia Injury Prevention (AIP) Foundation, and local government officials to ride through their Binh Chanh district community, raising awareness of the importance of high-quality helmets for children. The rally marked the launch of the third year of the *Helmets for Kids* initiative sponsored by The UPS Foundation with a donation of 3,966 helmets for students and teachers at six schools in Ho Chi Minh City.

“Parents across Vietnam’s major cities are putting helmets on their children in increasing numbers,” said Mirjam Sidik, Chief Executive Officer of AIP Foundation. “In recognition of this monumental shift and the prevalence of below standard helmets on Vietnam’s roads, we are expanding our *Helmets for Kids* program to make sure that the helmets children are wearing meet standards. The difference between a high-quality helmet and a sub-standard helmet can make the difference between life and death.”

Nearly 1,500 children, parents, school officials, and local stakeholders, including Ho Chi Minh Traffic Safety Committee (TSC), Department of Education and Training, and Goodwill Ambassador Thanh Thuy, attended the kick-off ceremony at Vinh Loc 1 school, which was followed by a parade of motorcycles through the surrounding neighborhood. Rally participants carried flags emblazoned with the message: “Children also need a helmet.”

“With thousands of drivers throughout Vietnam and the world, road traffic safety is one of our highest priorities,” said Jeff Mclean, General Manager of UPS Vietnam. “We are extremely proud to take part in *Helmets for Kids* by donating helmets and sending out our employees to teach students how to wear their helmets correctly and to be safe on the road.”

“Binh Chanh District and District 12 are growing. As young workers move here, the number of children in primary schools has skyrocketed,” said Tran Khac Huy, Division of Student Affairs of Ho Chi Minh City Department of Education and Training. “These changes are contributing to a high-risk traffic environment, particularly due to the many trucks that pass through every day in route to the industrial zones. Traffic safety education, and especially high-quality helmets for children, is more important than ever to keep children safe on their way to and from school.”

“When I talk directly with the children and take their hands to demonstrate how to wear a helmet correctly, I know that what they are learning can protect them on the road,” said Thanh Thuy, Goodwill Ambassador. “While this knowledge is personally rewarding, I am only here for today, which is why we are reaching out to parents and the community to remember to put high-quality helmets on their children every time they ride a motorcycle. This small action shows your love and keeps your children safe.”

This year’s *Helmets for Kids* initiative will also include road safety trainings for teachers and students, outreach to parents, extracurricular activities, billboards, hand-fans, and school timetables promoting child helmet use.

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).”

About UPS Foundation

Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national, and global communities. In 2011, UPS and its employees, active and retired, invested more than \$93.5 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

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