



FOR IMMEDIATE RELEASE

Vietnamese singer, Intel, and local schools partner to zoom in on road safety in District 9
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More than 1,500 students, parents, and administrators from twelve secondary schools joined singer Quoc Thien for a festival at Le Van Viet School on May 26 to raise awareness of the need for safer roads in their community through photography. The event was organized as part of the Asia Injury Prevention (AIP) Foundation's 'Zooming in on Road Safety' program, taking place for the first time this year with the support of Intel Products Vietnam.

In collaboration with the Ho Chi Minh Traffic Safety Committee and Department of Education and Training, 'Zooming in on Road Safety' rallies students and parents to capture the reality of young road users. Since November, Intel volunteers have been training students in road safety knowledge and photography skills.

On May 26, students' photographs, featuring their personal perspective on the traffic environment in their community, were exhibited for their families and the public. As photographers, students demonstrated their understanding of traffic safety. More than 130 Intel volunteers also led interactive games at the event, using competition and creativity to improve the road safety knowledge of the students and their parents.

"The way the students' photos so candidly document the safe and unsafe traffic behaviors of local people is both shocking and impressive," said Ho Uyen - Corporate Affair Director of Intel. "We hope that by illustrating their perspective the students have learned more about their own community and will raise awareness among their friends, parents, and local people of ways to make roads safer."

"Road safety education is particularly important among secondary students, because at this age, students walk or bike to school themselves. However, they are young and often careless," said Tran Thi Kim Thanh, Vice Director of HCMC Department of Education and Training. "We hope to equip them with road safety knowledge by integrating the subject into their studies. Zooming in on Road Safety is a creative way to reinforce the skills they have learned, ensuring that our students travel every day, especially during the summer holiday."

"Zooming in on Road Safety introduces art and advocacy to our students, two fields that are made stronger by their combination," said Mirjam Sidik, AIP Foundation Chief Executive Officer. "As these students learn to use art to improve their communities, they grow not only as road users but as citizens."



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 Protect 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).”

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