



PRESS RELEASE

UPS and AIP Foundation host road safety extracurricular activities at high-risk traffic primary schools in Ho Chi Minh City

28 March, 2014 – Ho Chi Minh City, Vietnam

From the 6th to 28th of March 2014, as part of the *Helmets for Kids* programme sponsored by The UPS Foundation, extracurricular activities for six Ho Chi Minh City primary schools were organised in Binh Chanh and District 12. The activities were designed to remind students who attend high-risk traffic schools about safe road behaviours and helmet usage.

“Children are the most vulnerable ones on the road,” said Jeff McLean, General Manager of UPS Vietnam. *“Besides the handing out of standard quality helmets, UPS staff also organised extracurricular activities in schools to help students gain more knowledge and skills on the road. We believe, with the completion of the extracurricular activities, students will know how to protect themselves from dangers on the road and become smart road user citizens.”*

Students participated in fun and interactive educational games such as decorating of pictures, road safety message puzzles and matching of traffic signs. Activities also incorporated road safety knowledge contests which proved very popular amongst the students. Each game delivered road safety messages and increased traffic law awareness. In addition, students showed their involvement in being smart road users by putting up a road safety themed performance.

Before the extracurricular activities were held, approximately 4,000 students joined an essay writing contest with the topic “Helmet - my best friend on the road” to share their opinions on the importance of wearing a helmet. The contest also encouraged parents to raise awareness about child helmet usage. UPS staff volunteered to mark all the essays and handed out awards to students at the extracurricular events. After participating in the extracurricular activities, students not only gained knowledge about road safety, they also became young helmet usage advocates.

About *Helmets for Kids*

Helmets for Kids program was initiated by AIP Foundation, National Traffic Safety Committee and Ministry of Education and Training in 1999. The programme receives significant support from individuals, private sectors and organizations, and many programme sponsors are international leaders in road safety. To date, the programme has distributed more than 500,000 helmets throughout Vietnam and other countries in Southeast Asia.

About Asia Injury Prevention 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; Bangkok, Thailand; and Chengdu, China in addition to offices in Africa. 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 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

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/

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