



FOR IMMEDIATE RELEASE

Chevron hosts road safety “theme park” in Gaoqiao township as part of the *Walk Wise* project

May 8th, 2014 - Gaoqiao, China

Chevron and Asia Injury Prevention Foundation, a non-profit that conducts road safety programs throughout Asia, organized a road safety “theme park” at Gaoqiao Middle School on May 8th to celebrate Community Road Safety Week and promote smart road user behavior among children and families of the Gaoqiao community. More than 1,200 people attended the event on Thursday.

The first half of the event took place on stage, and consisted of road safety-themed performances by students from local schools, road safety games, an educational video with an interactive Q&A for the audience, and speeches from the local government, Chevron, and AIP Foundation. The second half of the event took the form of a community “theme park,” in which booths were set up around the school to teach important road safety skills to children and families in the community. The booths were run by prominent members of the community, including the Gaoqiao police, Chevron, primary and middle schools in the area, and AIP Foundation. Attendees played fun and educational activities at the booths, such as traffic sign matching games, and received giveaways including t-shirts and reflective caps which improve pedestrian visibility on the roads.

“Every year, 1.3 million people die from road traffic crashes around the world. In fact, road crashes have become the number one killer of young people,” said Mr. Luo Bin, Vice Mayor of Gaoqiao township. “We really need programs like this one to educate our students and our community about road safety. Thank you to AIP Foundation and Chevron for helping create a safe traffic environment for our children and families.”

The road safety “theme park” on Thursday is part of a multi-year project sponsored by Chevron to promote road safety education in Sichuan and Chongqing provinces. The project, titled *Walk Wise*, specifically targets children, who are the most vulnerable of all road users, and works to establish road safety education curricula in schools alongside other road safety-themed activities in the community. The *Walk Wise* project began in 2012, and has since implemented road safety curricula in 18 primary schools. By 2017, the *Walk Wise* project will expand to reach 80 schools in the region.

“*Walk Wise* is the best community project in Chevron’s portfolio, and we are very proud to be a part of it. For Chevron, safety and care for the community we work in is absolutely critical,” said Jim Koetzle, Manager of Chevron Asia South. “It has been a pleasure to work with AIP Foundation and our local partners to bring road safety education to children and the community of the CDB gas project area.”



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, Bangkok, Thailand, and Chengdu, China. 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).”

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