



PRESS RELEASE

Primary School students receive 1,925 helmets supported by AIG and AIP Foundation *9 September, 2014—Hanoi, Vietnam*

Today, 1,925 high-quality helmets were distributed to students, teachers, and staffs at Trung Vuong Primary School in Hoan Kiem District of Hanoi in a helmet handover ceremony.

The donation is part of the American International Group (AIG), a multinational insurance corporation and the Asia Injury Prevention (AIP) Foundation's partnership to support the road safety initiative, *Helmets for Kids* in Vietnam, in collaboration with the National Traffic Safety Committee, the Ministry of Education and Training, Hanoi Department of Education and Training, and Hanoi Traffic Safety Committee.

During the ceremony, government representative Mr. Khuat Viet Hung, Vice Chairman, National Traffic Safety Committee and others (see below) along with Ms. Susan E. Loftus, AIG Vietnam Chief Executive Officer and General Director, Ms. Nguyen Nguyet Thanh, AIG Vietnam Deputy General Director, Ms. Nguyễn Thị Lan Anh, Principal of Trung Vuong Primary School, and Mr. Greig Craft, President of AIP Foundation distributed helmets to twelve student representatives in front of nearly 2,000 attendees.

“The *Helmets for Kids* program is part of AIG's global initiative to ‘Make the World a Safer Place’ and our long term commitment to working with communities across Vietnam in road safety. AIG has served Vietnam for over 20 years and we believe that by working with the government, schools, and cities we can achieve fewer road crash fatalities and injuries across Vietnam. AIG is pleased to cooperate with the Protec Tropical Helmet factory and their employment of Persons with Disabilities because diversity and inclusion is one of AIG's key principles.” said Ms. Susan E. Loftus, AIG Vietnam Chief Executive Officer and General Director.

“The sponsorship of 1,925 helmets today will lead to increased helmet use and road safety awareness within the school and surrounding community. Helmets are a proven life-saving intervention method, reducing the risk of death by 42% in the event of a crash,” said Mr. Greig Craft. “Therefore, an entire student body is benefiting today from AIG's generous support. We are grateful for their continued commitment to road safety.”

Said Mr. Khuat Viet Hung, Vice Chairman of the National Traffic Safety Committee, “Often, parents do not see the necessity of buying their child a helmet. This can be due to a number of reasons, including misconceptions on their significance or even cost. Today, we are emphasizing the importance of helmets to both children and parents of Trung Vuong Primary School while also breaking down the cost barrier by providing an entire school with helmets.”



Government Representatives present:

National Traffic Safety Committee (NSTC);
Ministry of Education and Training (MOET);
Road and Railway Traffic Police Department (C67);
Hanoi Traffic Safety Committee (HN TSC);
Hanoi Department of Education and Training (HN DoET);
Hanoi Traffic Police (PC67);
Hoan Kiem Bureau of Education and Training (Hoan Kiem BoET)

About the American International Group (AIG):

American International Group, Inc. (AIG) is a leading international insurance organization serving more than 88 million customers in over 130 countries and jurisdictions around the world. AIG's presence in Vietnam dates back to the 1920's with established operations beginning in 2005 when AIG was granted a license to operate and open branches in Hanoi and Ho Chi Minh City.

AIG Vietnam is the first 100% owned American general insurer in Vietnam. AIG Vietnam has become increasingly well-known to Vietnamese customers for its professional and trustworthy customer services.

AIG Vietnam offers a wide range of personal and commercial insurance ranging from personal travel, home, auto, property, casualty and multi-risk business solutions.

Additional information about AIG can be found at www.aig.com | YouTube:
www.youtube.com/aig | Twitter: @AIGInsurance | LinkedIn:
<http://www.linkedin.com/company/aig>

About Helmets for Kids

Helmets for Kids is AIP Foundation's signature program, launched by former President Bill Clinton, on November 19, 2000. It provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors, and organizations.

About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit asiainjury.org or connect with us on Twitter @AIPFoundation.



For media contact:

Frances Massing, AIP Foundation Communications Manager
18bis/19 Nguyen Thi Minh Khai Street, District 1 Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117; Email: frances.massing@aipf-vietnam.org