

PRESS RELEASE

Hundreds of students receive helmets to get to school safely in Bangkok

7 August, 2015 – Bangkok, Thailand

Today, students and teachers from Prathom Taveetha Pisek School received 597 high-quality helmets in Bangkok Yai District of Bangkok, Thailand. Support for the *Helmets for Kids* project was provided by ARRB Group, one of Australia's most trusted road safety advisors, in collaboration with the Matilda Bay and Srapathum Rotary Clubs.

Among the attendees were Paul Hillier, National Technical Leader of Incident Investigations at ARRB Group; Tussnee Taovalanont, President of Srapathum Rotary Club; Silvia Shruballs of Matilda Bay Rotary Club's International Service; and Ratanawadee H. Winther, Chairperson of AIP Foundation in Thailand. They were joined by representatives of the Department of Disaster Prevention and Mitigation; the Road Accident Victims Protection; the Royal Automobile Association of Thailand; the Thai Motorcycle Enterprise Association of Sathorn District; school staff, parents, and police officers.

Recent meetings have been held with parents and local police to reinforce good safety habits among children at the school. As stated by Bangkok Yai Police Lieutenant Charoensak Jaruwakijawan, "It is the responsibility of police to provide a safe environment for everyone – especially children, who are fully dependent on us. Engaging in this project has been rewarding for the police officers, and essential for local families. We will expect to see more and more children wearing their helmets in the future."

Before the helmet donations, AIP Foundation trained all teachers and students of Prathom Taveetha Pisek School on important road safety messages and proper helmet use, reminding students to wear their helmets every day.

"Roads in the Asia Pacific region are among the most dangerous in the world. Children are particularly vulnerable as pedestrians or riding on powered and unpowered cycles, so we must work hard to ensure that they remain safe from road related risks and dangers. By linking ARRB Group with rapidly mechanizing communities, *Helmets for Kids* translates technical expertise into real lives saved. We are proud to be delivering such critical work over the past four years in Vietnam and Cambodia, and now in Thailand," remarked Paul Hillier of ARRB Group.

AIP Foundation presented certificates of appreciation to School Director Sirirat Suwannapach, ARRB Group, and the Matilda Bay and Srapathum Rotary Clubs. A student performance and helmet-wearing demonstration took place alongside the helmet handover.

About ARRB Group

For over 50 years, ARRB Group Ltd (ARRB) has provided trusted advice, technical expertise and solutions to transport and road authorities across the world. ARRB's member agencies include federal, state and local government bodies and is a not-for-profit entity. ARRB and its members recognize the critical role they play in supporting one another to improve productivity, safety, sustainability and amenity outcomes for the public.

About the Matilda Bay and Srapathum Rotary Clubs

The Rotary Clubs of Matilda Bay (Rotary District 9455 in West Australia) and Srapathum (Rotary District 3350 in Bangkok, Thailand) support local, national and international projects and are part of the Rotary International. RI is an international service organization whose purpose is to bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. It is a secular organization open to all people regardless of race, color, creed, religion, gender, or political preference. There are over 34,000 clubs and 1.2 million members worldwide.

About AIP Foundation

AIP Foundation is a 501(c)(3) 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 www.aip-foundation.org or connect with us on Twitter @AIPFoundation.

About The 7% Project: Launched in November 2014, the 7% Project is a joint initiative of AIP Foundation and Save the Children. The campaign focuses on education, enforcement and behavior change to increase helmet use among children, ultimately decreasing the number of road injuries and fatalities across Thailand. In May 2015 the campaign presented more than 12,000 signatures to M. R. Sukhumbhand Paribatra, the Governor of Bangkok. The petition calls for schools in the Bangkok metropolitan area to have a greater role in raising road safety awareness and establishing a helmet wearing policy for all students. By providing school children and teachers with quality helmets and road safety education, *Helmets for Kids* is critical to the on-the-ground implementation of the 7% Project.

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