



PRESS RELEASE

In anticipation of the upcoming enforcement of the new passenger helmet law, Manulife donates 800 helmets

12 December, 2015 – Phnom Penh, Cambodia

In celebration of the upcoming enforcement of the new passenger helmet law, AIP Foundation, with support from Manulife, donated helmets and raised road safety awareness at a *Helmets for Families* event at Sothearos Primary School.

Road safety stakeholders, students, teachers, parents, local, and international media representatives attended the event. Among the attendees were H.E Hour Chhunkry, High Representative of Minister of the Ministry of Education Youth and Sports, Mr. Chhoun Voun, Deputy Director of Transport, and Permanent Deputy Secretary General of the National Road Safety Committee (NRSC). At the event, 804 helmets were donated to students, teachers, and parents at Sothearos Primary School and extra-curricular activities such as a question and answer session on road safety topics, a road crossing simulation corner, and a helmet wearing demonstration were held to raise awareness about the importance of quality helmet use and of practicing safe road behavior.

“This is the fourth year that Manulife Cambodia has sponsored the implementation of *Helmets for Families*,” said Pagna Kim, Cambodia Country Director, AIP Foundation. “With the goal of preventing head injury and saving Cambodian lives, Manulife proves their commitment through their continued sponsorship.”

The event welcomed the upcoming enforcement of the passenger helmet law, which is scheduled to begin enforcement on 1 January, 2016—traffic police will begin fining anyone found driving a motorcycle or riding as a passenger without a helmet. While the law includes passengers, the final sub-decree does not include child passengers in enforcement. Failing to include children in the law’s enforcement leaves children vulnerable to injury and/or death in the event of a crash.

“Manulife has supported AIP Foundation since it began operations in Cambodia in June 2012 and we are proud to be able to continue our sponsorship,” said Robert Elliott, Chief Executive Officer and General Manager of Manulife Cambodia. “To date, we have handed out over 2,700 helmets and helped provide road safety training to more than 3,800 Cambodians. We are committed to helping families in Cambodia build a better future and are thrilled to see that our donation today will go a long way to improving peoples’ lives.”

“The helmet handover ceremony will hopefully encourage students to wear their helmets whenever they ride as passengers on a motorcycle. Children, while not included in enforcement, are important to protect. We do not want to lose young lives especially when injury is preventable. To provide children with helmets is an important step in protecting their lives, but the next should be inclusion in the passenger helmet law,” commented H.E Min Meanvy, Secretary of State of Ministry of Public Work and Transport.

H.E Hang Chhunnaron, Minister of the Ministry of Education, Youth, and Sports said, “An informed public is instrumental to successful law enforcement. *Helmets for Families* provides an excellent environment for the exchange of information to educate people about helmet use and the law. We hope that the event encourages the community to wear helmets and to insist that children wear them as well.”

“We hope that through activities like the question and answer session, we can clarify any questions the public may have about the upcoming enforcement of the passenger helmet law. Understanding the importance of helmet use will help save many lives. The police is committed to protecting the lives of Cambodian citizens,” said H.E Lieutenant General Him Yan, Deputy Commissioner General of the National Police.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 16 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.

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