

## **Road safety education focuses on mothers and their children**

*17 June, 2015 - Phnom Penh, Cambodia*

AIP Foundation organized a second “Mothers and Helmet Use” forum at Anuk Wat Primary School. Mothers received information on their role in promoting road safety and encouraging helmet use among family members. The forum is a component of the *Helmets for Families* project sponsored by Manulife.

Mothers learned about the impacts of road crashes on society and their families, the relationship between helmet use and injury prevention, and received information about the new Road Traffic Law. Students will also receive this information at a police training on June 25, 2015. On June 19 and 26, volunteers will reach the community surrounding the school to further spread road safety awareness. These additional activities help reinforce key messages to children and their families.

International Children’s Day is a reminder that children are the future and have the right to be safe.

“This includes traveling on the roads. Our project engages mothers to ensure the entire family supports the life-saving benefits of wearing a helmet. We want mothers to remind their children to be safe on the roads, and children to do the same to their families,” said Mr. Pagna Kim, AIP Foundation Country Director in Cambodia. “We encourage every parent to obey the traffic law and always keep your children safe with a helmet.”

For Manulife, social responsibility is not just its core value; it is its unwavering commitment to the community. Manulife’s contribution reflects the commitment to building a stronger Cambodian society with safer and smarter road users.

“I am very proud to become part of such a successful helmets distribution campaign implemented by AIP Foundation in Cambodia. Our goal is to help provide a better future for Cambodian children and families,” said Mr. Robert Elliott, Chief Executive Officer and General Manager of Manulife Cambodia.

“I believe if every parent knew this essential information— that practicing safe road behaviors and wearing proper helmets can save lives—more children would have helmets on. We want to engage as many parents as possible to be role models for their children. Protect your children’s’ lives: parents, put a helmet on your child,” said said Mr. Hem Chalna Representative of Department of Order from Commissariat of National Police.

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### **About the Asia Injury Prevention Foundation**

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 [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

### **About Manulife Cambodia**

Manulife Cambodia started its operation on June 28, 2012. It is the latest market entry in Asia by Manulife, one of the world’s leading life insurance companies. As the first wholly foreign-owned life insurance company in the kingdom, Manulife Cambodia is committed to providing its clients with much needed financial protection through its products and services.

### **About Manulife**

Manulife is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. We operate as John Hancock in the U.S. and as Manulife in other parts of the world. We provide strong, reliable, trustworthy and forward-thinking solutions for our customers' significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We also provide asset management services to institutional customers. Assets under management by Manulife and its subsidiaries were approximately C\$691 billion (US\$596 billion) as at December 31, 2014.

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