



## **PRESS RELEASE**

### **Grab joins AIP Foundation to promote road safety for children in Thailand**

*23 January, 2018 – Bangkok, Thailand*

Grab, Southeast Asia's leading on-demand transportation and mobile payments platform, today announced its partnership with AIP Foundation to donate 800 helmets to students, parents and teachers at Chong Nonsi School as part of the *Helmets for Kids* program. Under this partnership, Grab will also support AIP Foundation's road safety training for teachers and parents at the school.

"Providing safe transportation is the heart of our mission at Grab," said Ms. Paradee Sinthawanarong, Country Marketing Head of Grab Thailand. "As a social-minded company, Grab is committed to protect all lives on the road, especially children. We believe that by educating children, their parents and caretakers to acknowledge the importance of choosing the right helmet for children and teaching them how to use and wear it correctly, we are encouraging the right behavior which supports the development of a sustainable road safety solution for local communities. Grab hopes Chong Nonsi School will be one of the *Helmet for Kids* program's role model schools, which will inspire other schools to adopt a similar road safety program."

Approximately 220,000 children under the age of 19 die on the world's roads every year. Children in low- and middle-income countries die at a rate of three times higher than those in high-income countries. Road crashes are the second highest cause of death among Thai youth aged between 1 – 14 years old. According to the Safety and Health At Work Promotion Association, a division of the Thailand Department of Labor, one million Thai children are injured in motorcycle crashes each year, and 99% of fatalities were not wearing a helmet at the time of crash. Latest statistics show that only 7% of Thai children wear helmets when riding motorcycles.

"Unfortunately, many parents and caretakers are unaware of the importance of having their children wear helmets while traveling on a motorcycle. Even when they are aware of helmets, they do not know that choosing good quality and properly sized helmets for children and having them wear helmets correctly is also highly important for children's safety," said Ms. Ratanawadee Winther, Chairperson of AIP Foundation. "Our project engages all stakeholders and includes multiple activities, from organizing trainings for teachers and parents to extracurricular activities and helmet donations for students. We will continue collaborating with partners like Grab to monitor and evaluate *Helmets for Kids* to ensure more children are safe from road-related risks and dangers."

Wat Chong Nonsi School is located in a high-density traffic area of Bangkok. Approximately 95% of students commute by motorcycle or bicycle to and from the school but only 2% among them wear helmets, according to a pre-implementation survey by AIP Foundation.

As part of the *Helmets for Kids* program, students, teachers, and parents attended the donation ceremony at Wat Chong Nonsi School. The ceremony included helmet donation, a student performance and demonstration of correct helmet-wearing. Several government representatives and distinguished guests attended the event, including Mr. Suthat Rujinarong, the Director of Yannawa District, Col. Kasit Srithammarasuk, Chief of Bang Pong Pang Police Station, Ms. Thanita Praevanich, Director of Bangkok Education Office, and members of the Department of Disaster Prevention and Mitigation and the Road Accident Victims Protection Company.

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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. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

#### **About Grab**

Grab is Southeast Asia's leading on-demand transportation and mobile payments platform. Grab solves critical transportation challenges to make transport freedom a reality for 620 million people in Southeast Asia. Grab's core product platform includes transport solutions for drivers and passengers with an emphasis on convenience, safety and reliability, as well as its proprietary mobile payments platform, GrabPay, which is increasing access to mobile payment solutions for millions of Grab riders and drivers across Southeast Asia and deepening financial inclusion in the region. Grab currently offers services in Singapore, Indonesia, Philippines, Malaysia, Thailand, Vietnam, Myanmar and Cambodia. For more information, please visit: <http://www.grab.com>.

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