



FOR IMMEDIATE RELEASE

**AIP FOUNDATION RECEIVES \$1 MILLION USD GRANT FROM THE UPS FOUNDATION  
FOR TWO-YEAR REGIONAL ROAD SAFETY PROGRAM TO REACH NEARLY 15 MILLION PEOPLE**

Ho Chi Minh City, Vietnam – 6 June, 2017 – AIP Foundation received a \$1 million USD grant from The UPS Foundation for a new road safety program, *Safety Delivered*, which will be implemented in Vietnam, Thailand, Cambodia, and Myanmar. *Safety Delivered* aims to reach nearly 15 million direct and indirect beneficiaries over two years. It will work with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use. The program’s launch was held in tandem with International Children’s Day, which was established in 1925 to raise awareness about the rights and well being of the world’s youngest generation.

“We have been implementing road safety programs for children in Asia since 2000, so we are grateful for the opportunity to be able to expand our efforts to new communities and issue areas with the support of The UPS Foundation,” Greig Craft, President and Founder of AIP Foundation, said. “The personal and economic costs of road crashes are devastating – they are the leading cause of death for 15-29 year olds worldwide. But, we’re determined to change that reality.”

*Safety Delivered* activities will include school-based road safety education, public awareness campaigns, and motorcycle helmet distribution and education. The program will focus on distracted driving because of the behavior’s severe consequences. According to the World Health Organization, a driver talking on a mobile phone is four times more likely to be involved in a road crash than one who is not. Over two years, it is estimated that the program’s activities will be able to save more than \$12 million USD through reductions of road crash injuries and fatalities.

AIP Foundation and The UPS Foundation announced the *Safety Delivered* partnership against the backdrop of former U.S. President Barack Obama’s historic visit to Vietnam in May 2016. The organizations have been working together since 2011 on school-based and advocacy-focused road safety initiatives in Southeast Asia.

Established in 1951 and based in Atlanta, Ga., The UPS Foundation identifies specific areas where its backing clearly impacts social issues. In support of this strategic approach, The UPS Foundation has identified the following focus areas for giving: volunteerism, diversity, community safety, and the environment.

In 2016, UPS and its employees, active and retired, invested more than \$116.6 million in charitable giving around the world. The UPS Foundation can be found on the web at [UPS.com/foundation](http://UPS.com/foundation). To get UPS news direct, visit [pressroom.ups.com/RSS](http://pressroom.ups.com/RSS).

“The UPS Foundation is honored to support AIP Foundation’s efforts to keep young road users safe,” said Eduardo Martinez, president of The UPS Foundation and chief diversity and inclusion officer at UPS. “Our goal is to fund powerful programs that make a lasting difference to the global community.”

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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.

**For media contact:**



Frances Massing, Communications Manager, AIP Foundation  
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](mailto:frances.massing@aipf-vietnam.org)

