

**For immediate release**  
**Date: December 2, 2016**

**News Release**

## **More than 900 helmets donated to school on high-risk Cambodian national highway**

**Siem Reap, Cambodia** – *Helmets for Families* today expanded its road safety education efforts to Kessararam Primary School in Siem Reap City and donated more than 900 helmets to the school community.

The project, which is supported by Manulife, celebrated the launch of its fifth year with a ceremony at the primary school, which is located along National Road N6, a high-risk and traffic-dense area in a province where only 22% of motorcycle passengers including children wear helmets. In addition to the helmet donation, the program provides students with education and activities, such as traffic simulations and road awareness training.

Nearly 1,000 students, parents, teachers, government officials and community members attended the event. Notable representatives included H.E Sun Chanthol, Senior Minister, Minister of Public Works and Transport; H.E. Khim Bunsong, Governor of Siem Reap Province; Mr. Roy Gori, President and CEO of Manulife Asia, Mr. Robert Elliott, CEO and General Manager of Manulife Cambodia; and Pagna Kim, Cambodia Country Director of AIP Foundation.

“In 2015, more than 100 people died in traffic accidents in our province,” H.E. Khim Bunsong, Governor of Siem Reap Province, said. “This is unacceptable and we hope that the *Helmets for Families* program will result in a safer roads for our community.”

“This is a pivotal time for road safety in our country because we began enforcing the mandatory passenger helmet law nationwide this year,” H.E. Sun Chanthol, Senior Minister and Minister of Public Works and Transport, said. “Working with AIP Foundation and Manulife on this project is an important step in reaching our goal of halving road crash-related deaths by 2020.”

Approximately 80% of students at Kessararam Primary School commute to school via motorcycle or bicycle. In 2014, a student at Kessararam Primary School was killed in a road crash, and over the past two years, four others have been injured.

Roy Gori, President and CEO of Manulife Asia, said that the company was proud to contribute to such a vital community project.

“We have been proud to support *Helmets for Families* since 2012 – and during that time, the program has contributed nearly 4,000 helmets to the Cambodian community,” Gori said. “This is a crucial program that makes an invaluable contribution to the local area – protecting our kids. On behalf of Manulife – and as a dad myself – we are honoured to support *Helmets for Families*.”

“Though Cambodia’s mandatory passenger helmet law went into effect at the start of this year, this legislation is not enforcing child helmet use,” Pagna Kim, Cambodia Country Director of AIP

Foundation, said. “We have a long way to go, but providing road safety education and quality helmets for these students will help reduce the possibilities of death and serious injury in the event of a crash.”

The World Health Organization estimates there are 2,635 road crash-related deaths in the country annually. Motorized two- and three-wheelers, such as motorcycles, account for 83% of vehicles on Cambodia’s roads.

###

### **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](https://twitter.com/AIPFoundation).

### **About Manulife Cambodia**

Manulife Cambodia started its operations 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 customers with much needed financial protection through its products and services.

### **About Manulife**

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of September 2016, we had \$966 billion (US\$736 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.4 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter [@ManulifeNews](https://twitter.com/ManulifeNews) or visit [manulife.com](http://manulife.com) or [johnhancock.com](http://johnhancock.com).

### **For media contact:**

Mr. Saoyuthnea Dara, Communications Manager, Manulife Cambodia  
Tel: +855 11 759 964; Email: [Saoyuthnea\\_Dara@manulife.com](mailto:Saoyuthnea_Dara@manulife.com)

Pagna Kim, AIP Foundation Country Director  
#18BEo, Street 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia  
Tel: +85 512 424 234; Email: [pagna.kim@aipf-cambodia.org](mailto:pagna.kim@aipf-cambodia.org)