

PRESS RELEASE

AIP Foundation and UPS *Helmets for Kids* project continues to protect students

30 May, 2014 – Kandal, Cambodia

On March 21, 2014, Ieng Thaivirak, a 4th grade student at KorKi Primary School in Kandal Province was riding his bicycle home from school when he was struck by a speeding motorcycle. Thaivirak fell and hit his head on the pavement. The 10-year-old boy would have suffered serious head injuries, but his helmet saved his life. One week after the incident, Thaivirak was able to ride to and from school as usual.

Ieng Thaivirak is one of 2,760 students in Cambodia who received a helmet last school year under the *Helmets for Kids* project sponsored by The UPS Foundation. Since 2012, the non-profit Asia Injury Prevention (AIP) Foundation has worked together with The UPS Foundation at three schools in Kandal and Kampong Speu Provinces to donate helmets and provide road safety education to students and teachers.

“Our students are at risk every day, sharing their route to and from school with high volumes of speeding motorcycles, cars, buses, and trucks. *Helmets for Kids* provides students with life-saving road safety knowledge which they can apply to their daily lives,” said Mrs Nhem Ly, Principal of Kor Ki Primary School.

“Marking the third anniversary of the United Nations Decade of Action for Road Safety, we are proud to contribute another 913 helmets today to protect students and teachers from head injuries when they commute to school”, said Red Ramirez, Manager of Authorised Service Contractors, UPS Asia Pacific.

About *Helmets for Kids*

Helmets for Kids is AIP Foundation’s signature program, launched by former President Bill Clinton, on November 19, 2000. It provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors, and organizations. To date, the program has distributed more than 500,000 helmets throughout Southeast Asia.

About The UPS Foundation

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Since its founding in 1907, UPS has built a legacy as a caring and responsible corporate citizen, supporting programs that provide long-term solutions to community



needs. Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national, and global communities. In 2013, UPS and its employees, active and retired, invested more than \$102 million in charitable giving around the world. The UPS Foundation can be found on the web at UPS.com/Foundation. To get UPS news direct, visit pressroom.ups.com/RSS.

About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation, is a U.S. registered non-profit organization that uses public-private partnerships to reduce the rate of road injuries and fatalities in developing countries. Founded in 1999, the organization currently has offices in Vietnam, Thailand, Cambodia, and China. In 2009, in collaboration with the FIA Foundation and the World Bank, AIP Foundation launched the Global Helmet Vaccine Initiative, an international coalition with the objective of “putting a helmet on every head in the UN Decade of Action for Road Safety (2011-2020).” For more information, visit asiainjury.org or connect with us on Twitter [@AIPFoundation](https://twitter.com/AIPFoundation).

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