



PRESS RELEASE

AIP Foundation and Chevron promote safe road behaviors during Songkran New Year

10 April, 2015—Songkhla Province, Thailand

Street Wise, AIP Foundation's newest pedestrian and helmet safety project supported by Chevron Thailand Exploration & Production, Ltd., will promote safe road behaviors to road users during the Songkran New Year Festival. Songkran is celebrated as the traditional Buddhist New Year and incorporates a water festival, but is also known as one of the deadliest weeks in Thailand in terms of road crashes.

Chevron volunteers will be present at police checkpoints during the Festival to distribute hand fans that carry important road safety messages to those who pass by. Representatives will introduce road users to the *Street Wise* project and encourage safe road skills during the New Year Festival. The checkpoint will control the speed limit and check for drink driving.

Government officials, including Mr. Chaiwat Sirinupong, Vice Governor of Songkhla Province, will visit checkpoints to encourage passersby to follow safe road measures during the New Year Festival.

"*Street Wise* is about developing the road safety curriculum and extra-curricular activities that will be integrated into the national curriculum in classrooms. The project aims for the reduction in road crash fatalities and injuries amongst primary aged children throughout targeted schools. The project requires the engagement and participation from every stakeholder, including schools, teachers, local communities, and parents. Chevron cares a lot about community engagement and community empowerment. Thus, the *Street Wise* project will be effective and successful in long term," explained Ms. Hatairat Articharte, Manager of Policy, Government and Public Affairs of Chevron.

The *Street Wise* project aims to improve road safety awareness and behaviors of communities in Singhanakorn and Muang Districts. The project incorporates road safety education, extracurricular activities, parental and community activities, and stakeholder engagement focused on pedestrian and helmet safety.

Visit *Street Wise* during Songkran at the Singhanakorn District Office checkpoint.

###

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 or connect with us on Twitter @AIPFoundation.

About Chevron Thailand Exploration & Production, Ltd.

Chevron was founded in 1879 in the United States of America, under the name of Pacific Coast Oil, Ltd, with it's headquarter situated in the state of California. Today, Chevron is the biggest business in terms of petroleum in the world with businesses worldwide in over 100 countries. Chevron, deals not only in the oil industry, but has rooted out towards exploration, production, marketing, transportations, and production of chemicals. To learn more about Chevron, please visit www.chevronthailand.com

For media contact:

Frances Massing, AIP Foundation Communications Manager
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