

FOR IMMEDIATE RELEASE

Sigma Elevator keeps 195 children safe on Bangkok's dangerous roads

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Sigma Elevator is donating 195 helmets to the students and teachers of Wat Nakprok Primary School in Bangkok. The donation is part of *Helmets for Kids* a program implemented by Asia Injury Prevention (AIP) Foundation and launched at a ceremony on July 13th.

Sigma Elevator, a global brand, is the first elevator company to enable children and teachers in Thailand to be safer on the road, by equipping them with the right road safety knowledge and tools. In addition to the donation of 195 helmets, the school's teachers were trained in helmet use education, and extracurricular activities will be run throughout the year to keep the students engaged and aware.


“At Sigma, we make it a priority to use the latest and best technology available, because we value keeping our customers safe,” said Mr. Kay Jang, Managing Director of Sigma Elevator. “We understand that in a world where people are constantly in motion, quality is crucial to a safe journey. This sponsorship of *Helmets for Kids* is important to us because it means that, at this school, high quality helmets can now be worn every single time a student or parent is on a motorcycle. There should be no exceptions.”

Wat Nakprok Primary School is located on a narrow road with a busy traffic flow, and the traffic becomes even more chaotic on Wednesdays when the flea market is operating nearby. Several of the roads near this school have no traffic signs, making them even more dangerous. And yet, many of the school's students frequently travel to and from school on the backs of their parents' motorcycles, their heads unprotected.

The road situation they are confronted with daily puts them at great risk of road traffic accidents, a major cause of death among young people in Thailand. The Road Accident Victims Protection Company reports that in 2011, 711 children under the age of 15 died in road traffic accidents.

“Observations conducted by AIP Foundation revealed that 99% of those who travel to Wat Nakprok School on a motorcycle regularly do not wear a helmet,” said Ratanawadee Winther, AIP Foundation's Thailand Country Director. “Helmets have been scientifically proven to decrease the likelihood of death or injury in a crash. When these students do not wear one, they are highly vulnerable to crippling brain damage or worse. These families may have limited road safety knowledge or resources, but thanks to this donation their children will be able to protect themselves.”

Sigma Elevator's generous sponsorship of helmets and helmet use education was supported by Thai road safety stakeholders including the Department of Disaster Prevention and Mitigation and the National Police. Dom Hetrakul, a well known Thai actor and AIP Foundation's Goodwill Ambassador, attended the ceremony and received an enthusiastic welcome from children and adults alike. "Since I was a child, I have loved motorcycles," said Hetrakul "I even own my own motorcycle shop, called 'BritBikes'. However, motorcycle drivers and passengers have a responsibility to practice safe road behavior and always wear helmets.”

 **SIGMA** Sigma, a global elevator company, has been dedicated to providing its customers with the best quality products and services since its establishment in 1968. Sigma offers elevators and escalators in more than 80 countries worldwide. For more information about Sigma, please visit www.sigmaelevator.com.



The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).” For more information about the AIP Foundation, please visit www.asiainjury.org.

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