



FOR IMMEDIATE RELEASE

Popular Vietnamese artists show how much they ‘love helmets’

24 March 2013 – Ho Chi Minh City

On Sunday, March 24, Vietnam’s biggest stars called on parents to insist their children wear helmets. Miss. Vietnam Mai Phuong Thuy, singers Thanh Bui and Phuong Vy, actor Phan Anh, MC Nguyen Khang, and 365 band joined the Asia Injury Prevention (AIP) Foundation, as well as the Ho Chi Minh City Traffic Safety Committee, Traffic Police, and Department of Education and Training at Dam Sen Park for a family-friendly event entitled, “Kids love helmets,” in District 11, Ho Chi Minh City.

The event supports the national campaign “Children also need a helmet” to increase motorcycle helmet wearing among Vietnamese children, by engaging 5,000 parents, children, and road safety stakeholders in traffic safety games and activities.

Children and parents learned about the importance of helmets, how to wear helmets correctly, and other traffic safety topics through interactive games and by hearing directly from celebrities. The Soul Dance Academy led a flash mob dance, choreographed with helmets. Local authorities awarded organizations and individuals, who have contributed to protect children’s safety on the road.

“We are impressed by the quick, dramatic response to the first phase of the campaign, during which helmet use among child motorcycle passengers in Ho Chi Minh City increased significantly, from 22 to 50 percent, as observed around primary schools,” said Nguyen Ngoc Tuong, Deputy Director of Standing Committee, Ho Chi Minh City Traffic Safety Committee. “During the second phase, we aim to maintain and further increase child helmet use in our city, an effort highlighted here today.”

“Child helmet use has a special importance to us, as we guide schools to enhance traffic safety education among their students,” said the Deputy Director of the Ho Chi Minh City Department of Education and Training Tran Thi Kim Thanh. “Parents and schools are in a unique position to create this potentially life-saving habit among the children trusted to our care.”

“Our local partners, many here today, have achieved impressive success in Ho Chi Minh City, exemplifying what can be accomplished when we work together,” said Mirjam Sidik, CEO of AIP Foundation. “But there is still more to do. Together families, schools, traffic police, the media, private sector partners, international NGOs, and celebrities have the tools and the responsibility to protect children’s right to travel safely on the road. Parents and celebrities have an especially important role to play: be a positive role model to our children.”

Featured artists:

1. Miss. Vietnam Mai Phuong Thuy was an ambassador for the national helmet campaign in 2007. She has continued to support efforts to raise public awareness about the importance of helmet use.
2. Singer Thanh Bui was an ambassador for the World Day of Remembrance for Road Traffic Victims in 2010.



3. Singer Phuong Vy, Vietnam Idol in 2007, is supporting the “Kids love helmets” event to have a positive influence on Ho Chi Minh City’s youth.
4. Actor Phan Anh was an ambassador for the launch of the Decade of Action for Road Safety in 2011.
5. MC Nguyen Khang has supported many national traffic safety campaigns.
6. 365 band will perform at the event to call on children to wear helmets.
7. The Soul Dance Academy will perform and lead a flash mob show, choreographed with helmets.
8. Yan Tv and Yan news, one of the leading channel for youth in Vietnam, are sponsoring the event.

About AIP Foundation

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, manufacturing Protec brand tropical helmets in Vietnam. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle 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).”

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