



## ***FOR IMMEDIATE RELEASE***

### **Kampong Cham and Phnom Penh primary schools mark Global Road Safety Week**

*9-11 May 2013 – Kampong Cham and Phnom Penh*

Phnom Dil and Sampov Meas primary schools in Kampong Cham and Phnom Penh are celebrating the United Nations' second Global Road Safety Week with extracurricular road safety activities, as part of the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program. Nearly 300 students, teachers, and parents will learn about the importance of wearing helmets correctly, how to cross the roads and walk safely, and other traffic safety topics through interactive games and contests.

Since 2012, ARRB Group, one of Australia's most trusted advisors regarding road safety technical input, and Manulife (Cambodia) PLC, a Canada-based life insurance company, have donated 1,439 helmets to students, teachers, and parents at the two schools. Average helmet use rates across the schools, originally near zero, have increased to 84 percent.

“These schools are located in close proximity to high-risk roads, creating a dangerous environment for the students because motorcycles, cars, buses, and trucks travel along the road at high frequency and speed,” said Pagna Kim, AIP Foundation Country Director. “We have joined ARRB, Manulife, and the Global Road Safety Week to make students safer no matter how they travel to school – by foot, bicycling, or on the back of a motorcycle.”

This May the United Nations marks its second Global Road Safety Week in countless countries around the world to make roads safer for the most vulnerable among us. In support of the Week, NGOs around the world are participating in the ‘Long Short Walk’ campaign to advocate for the rights of pedestrians to be recognized on the road. AIP Foundation and other local walk organizers will contribute their photos and videos to be combined into one Long Walk, documenting the streets pedestrians travel all across the world.

Together, on Saturday, May 11, road safety stakeholders across Cambodia will mark Global Road Safety Week by co-organizing a ‘Long Short Walk’ at Anuvath Reachtheani Primary School in Phnom Penh. National Road Safety Committee has collaborated with the World Health Organization, Global Road Safety Partnership, Cambodian Red Cross, Cambodia Movement for Health, AIP Foundation, Handicap International, and Coalition for Road Safety to make this event possible.

#### 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).” In May 2010, H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.

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