

AIP Foundation announces UPS support for *Helmets for Kids* in SE Asia at Clinton Global Initiative

September 24, 2012 – Asia Injury Prevention (AIP) Foundation today announced it received a three-year grant from The UPS Foundation, the charitable arm of global logistics leader UPS, totalling US \$450,000. The funding will allow AIP Foundation to deliver safety helmets for children who ride on the family motorcycle in South East Asia.

The financial support from UPS, a Global Supporter of the UN Decade of Action for Road Safety 2011-2020, was communicated by Eduardo Martinez, President of The UPS Foundation, and Mirjam Sidik, Executive Director of AIP Foundation, together with Michelle Yeoh, movie actor and Global Road Safety Ambassador, at a session on Safe and Sustainable Transportation during the annual meeting of the Clinton Global Initiative in New York City.

This commitment by UPS will provide helmets and road safety education for more than 27,000 students and teachers as AIP Foundation expands its *Helmets for Kids* program in Cambodia, Vietnam, and Thailand. Launched in 2000 by President Bill Clinton during a visit to Vietnam, *Helmets for Kids* is an award winning initiative that provides motorcycle crash helmets and road safety education to school children, and trains teachers and parents to sustain safe road user behaviour.

Nearly 1.3 million lives are lost on the world's roads every year, 90 percent in low- or middle-income countries and nearly half are pedestrians, cyclists, and motorcyclists. However, helmets are a simple, inexpensive, and effective solution, proven to reduce the risk of death by 42 percent and of serious injury by 69 percent in the case of a crash.

Eduardo Martinez, President of The UPS Foundation, said:

“Road safety is a global concern that impacts all of us, whether it's helping people to understand the need for wearing helmets while on motor scooter transportation in Asia through the “Helmets for Kids” initiative or teaching UPS's safe driving methods to drivers of all ages around the globe. UPS drivers are among the safest on the road. Our 102,000 drivers worldwide log more than 3.3 billion miles a year and average less than 1 accident per million miles driven. “

Mirjam Sidik, Executive Director of AIP Foundation, said:

“Road traffic accidents are the number one health burden for young people worldwide and cost developing countries at least US \$100 billion per year. UPS support continues to help in our push to prevent 80,000 child injuries and fatalities by 2015. And they've already contributed in a meaningful way: one of the helmets UPS donated in their pilot program at Pham Van Chieu Primary School in Vietnam saved a little girl's life a few months ago. Eleven-year old Thao was in a serious crash, and she wouldn't be alive today if she hadn't worn her helmet.”

Michelle Yeoh, Global Road Safety Ambassador, said:

“I am delighted that UPS, a committed Global Supporter of the Decade of Action, is supporting this *Helmets for Kids* initiative. I have spent time with AIP Foundation and have seen firsthand the tremendous impact of their operations in Vietnam and Cambodia. They are providing a vaccine for road traffic injury, protecting children a school at a time. If we are to achieve the goal of the Decade of Action private sector support for life-saving road safety, programs like *Helmets for Kids* will have a vital role to play.”

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, 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).” 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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