

FOR IMMEDIATE RELEASE

Diversey donates helmets to Cam Thuong Primary School for the sixth year, protecting 1,814 students and teachers

4 January, 2013 – Hai Duong

On January 4, 2013, Diversey, a leading global provider of cleaning and hygiene solutions, will continue its partnership with the Asia Injury Prevention (AIP) Foundation to host a helmet donation top-off ceremony for Cam Thuong Primary School's newly arrived first-graders. Their older classmates have all received helmets and road safety education through Diversey's generous sponsorship of Cam Thuong Primary School since 2007. Over that time, Diversey and AIP Foundation have donated approximately 1,814 helmets and nearly six years of traffic safety education.

The ceremony on January 4th will feature student performances; remarks by various community, school, and sponsor representatives; and a magic show by Diversey, Mr. Stefan Phang, Director, Environment, Health & Safety and Sustainability Asia, Middle East, Africa, Turkey & Japan Sealed Air Corporation. 273 students will receive free helmets, including first-graders, as well as students in second through fifth grade with damaged helmets or helmets that they have outgrown.

Cam Thuong School is located just outside of Hanoi in Hai Duong province in close proximity to the busy National Highway 5. These various transportation routes put local people, and especially children, at a high risk of traffic accidents. With the daily need for its students to commute through these dangerous situations, the school places a high priority on the road safety education.

“To reinforce the importance of helmet use, we have implemented a number of additional activities during the school year, such as individual discussions with parents, inter-classroom competitions, and school-wide events,” said Principal Đào Thị Kim Thoa. “The result is that our student helmet wearing rate is around 70%, well above the nation-wide average of approximately 30%.”

“The story of a fourth grader who was involved in a road crash this year reminded me why our sponsorship is so crucial,” said lead Diversey representative Stefan Phang. “This student was travelling on the back of his father's motorcycle when another speeding motorcycle hit him from behind. He crashed into the ground and was unconscious for several minutes after the impact. Fortunately, he was sent to the local hospital and was stable within a few hours. He ultimately escaped with only a few scratches to his arms and legs, and likely avoided a debilitating brain injury or even death due to his Diversey helmet.”



“Diversey has been protecting students at Cam Thuong Primary School for an unprecedented six years,” said Lotte Brondum, Regional Development Director for AIP Foundation. “Over that time, students have formed a personal connection to Stefan, and we have seen the excellent results of Diversey's commitment in increased helmet use among these children.”

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 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).”

About Diversey, Inc.

Diversey, Inc. is a leading global provider of cleaning and hygiene solutions to the institutional marketplace, serving customers in the lodging, food service, retail, health care, food and beverage sectors, as well as building service contractors worldwide.

Diversey is proud of its capabilities to deliver to its customers and their employees superior and sustainable cleaning, sanitization and hygiene solutions. The company has a platform to showcase the passion of its people for providing a cleaner, healthier future for generations to come. With 10,500 employees worldwide, sales in more than 175 countries, and a leading market position in every region, Diversey has the size and expertise to provide leading solutions everywhere.

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