

IMMEDIATE RELEASE

Four high-risk schools in HCMC to receive *Helmets for Kids* from UPS Foundation

9 January 2013 - Ho Chi Minh City

On January 9, 2013, Tran Nhan Ton Primary School in Binh Chanh district, Ho Chi Minh City and the Asia Injury Prevention (AIP) Foundation will host a kick-off ceremony to launch the *Helmets for Kids (HFK)* initiative sponsored by The UPS Foundation for 2,904 students and teachers at four schools in Ho Chi Minh City.

"Road safety education is as critical for students as it is to our drivers," said Jeff Mclean, General Manager of UPS Vietnam. "Our staff is excited to take a hands-on role in the *Helmet for Kids* program, with more the 29 of our employees volunteering their time in school-based activities."

Volunteers from UPS will assist in the program by participating in the helmet delivery ceremony, instructing students how to wear a helmet correctly, playing educational road-safety games with students and conducting tests to measure knowledge-gained.

AIP Foundation goodwill ambassador Dai Nghia will attend the ceremony to speak out about the importance of helmets for children.

Dai Nghia shared: "I am honored to be invited to attend the *Helmets for Kids* ceremony today. As an actor, I've chosen roles in film and comedy that raise public awareness on the prevention of traffic accidents. I hope that all parents put helmet on their children every time they ride a motorcycle or bicycle. It is a very simple action to save lives."

Tran Nhan Ton, Tran Van On, Pham Van Chieu and Anh Duong, the four schools receiving support from UPS and *Helmets for Kids*, are located in close proximity to high-risk roads, yet student helmet wearing rates are below 30%, and of those wearing helmets, most are sub-standard quality.

"Unfortunately, these schools are representative of many throughout Vietnam. More than 90% of adults nationwide wear helmets on motorcycles, but this figure falls to only 20% for children aged 6-12," said Mirjam Sidik. "UPS support, combined with public awareness education and enhanced police enforcement, puts helmets directly on the children who need them most."

"UPS and *Helmets for Kids* will help us promote road safety in our community by increasing the number of students wearing helmets correctly," said Vo Thi Thanh Van, principal of Tran Nhan Ton school. "We will tie helmet use and road safety knowledge into our school curriculum, effectively making the helmet a part of the school uniform."

Helmets are proven to reduce serious head injuries on the road. Non-helmeted motorcyclists are more than four times more likely to suffer a head injury in case of a crash than helmeted motorcyclists.



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).”

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About UPS Foundation

Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national and global communities. In 2011, UPS and its employees, active and retired, invested more than \$93.5 million in charitable giving around the world. The UPS Foundation can be found on the web at UPS.com/foundation. To get UPS news direct, visit pressroom.ups.com/RSS.

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