



MEDIA ADVISORY

8-14 May, 2017

CAMBODIAN UNIVERSITY STUDENTS CALL FOR COMMUNITIES, GOVERNMENT OFFICIALS TO #SLOWDOWN TO SAVE LIVES DURING 4TH UN GLOBAL ROAD SAFETY WEEK

- WHO:** AIP Foundation; university students; National Road Safety Committee; National Police; passenger transport companies; three primary schools; three universities
- WHEN:** 8-14 May, 2017
- WHERE:** Siem Reap City, Siem Reap Province, Cambodia
- WHAT:** In tandem with the 4th UN Global Road Safety Week, university students, as part of the *Young Ambassadors for Road Safety (YARS)* program, will raise awareness about the need to #SlowDown to save lives in their communities. With support from AIP Foundation, the student ambassadors drafted a 'Save Lives. Slow Down' Joint Statement that calls for action from government bodies and the broader community to commit to implementing effective measures that will reduce speed-related road crash deaths and injuries. Key road safety stakeholders, including 20's Plenty for Us, the Australian Road Research Board, and road safety nonprofits in Cambodia, have endorsed the Joint Statement. From May 8-9, selected YARS representatives, sponsored by U.S.-based Safe Kids Worldwide, will present the Joint Statement to national level government bodies including the Secretary General of the National Road Safety Committee, the General Commissariat of National Police, and Passenger Transportation Companies to solicit their support for the cause. From May 11-12, the ambassadors will organize #SlowDown to Save Lives campaigns at three primary schools and three universities in Siem Reap Province: Kruosh Primary School, Por Langka Primary school, Phum Thnol Primary School, Pannasasstra University of Cambodia, Cambodian University of Specialties, and University of South East Asia.
- WHY:** In Cambodia, speeding is the leading cause of road crash fatalities. In 2015, it accounted for 40% of all road crash deaths. As young people are some of the country's most vulnerable road users, AIP Foundation launched *Young Ambassadors for Road Safety (YARS)* in March 2017 to build a new generation of safe road users by empowering university students to develop and implement sustainable road safety awareness activities for their peers. YARS participants are leading AIP Foundation's 4th UN Global Road Safety Week activities to enact meaningful change in their communities.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.aip-foundation.org or connect with us on Twitter @AIPFoundation.

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