



PRESS RELEASE

Organic rice distributor brings road safety education to more than 10,000 community members

17 January, 2017 – Uttaradit Province, Thailand

An organic rice distributor launched a *Helmets for Kids* program at Thairath Wittaya 5 School that will provide road safety education to more than 10,000 students, teachers, parents, and community members. The Natural Growth Co., Ltd., will also provide 500 quality helmets to beneficiaries. Many of the organic rice distributors' farmers are members of the Muang Lap Lae Agricultural Cooperation and their children attend Thairath Wittaya 5 School.

About 250 people attended the kick-off ceremony, including students, teachers, and parents, as well as representatives from the Department of Disaster Prevention and Mitigation, Road Accident Victims Protection Company Limited, Muang Lap Lae Agricultural Cooperation, and the police department. Distinguished guests included Mr. Pipat Eakpapan, Governor of Uttaradit Province; Ms. Ratanawadee Hemnithi Winther, Thailand Chairperson of AIP Foundation; Ms. Ginggarn Amornmuneepong, Production Manager of The Natural Growth, Co., Ltd.; and Mr. Chatchawan Phetban, Director of Thairath Wittaya 5 School.

"We were drawn to working with AIP Foundation on this program in order to spread awareness about the importance of helmet wearing in the communities our farmers live in," Amornmuneepong, Production Manager of The Natural Growth, Co., said. "We're committed to creating a safe and healthy environment for our employees and their families, and *Helmets for Kids* allows us to do this in a unique way."

"Uttaradit Province is known throughout the country for its natural beauty and the Natural Growth Co., Ltd., plays a vital role in our local economy," Eakpapan, Governor of Uttaradit Province, said. "It is powerful to see the business help address an issue in our community as critical as road safety."

Thairath Wittaya 5 School is located in Uttaradit Province in northern Thailand, a rural area that borders Laos. The school is funded by the Thairath Foundation, which is associated with oldest Thai newspaper in the country and boasts a daily circulation of more than 1 million.

"We admire the Natural Growth Co., Ltd.'s holistic business model that values the environment, community, and establishing long-lasting partnerships," Winther, Thailand Chairperson of AIP Foundation, said. "This viewpoint has enhanced the *Helmets for Kids* program and we are thrilled to be breaking ground in a new province."

During the kick-off ceremony students gave road safety-themed performances, and also participated in a helmet wearing demonstration and hand-over ceremony. Winther and Phetban spoke during the event, and honored guests were presented with certificates of appreciation. Prior to the kick-off ceremony, AIP Foundation staff hosted meetings with parents and stakeholders. They also administered student trainings.

###

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.

The Natural Growth Co., Ltd.

The Natural Growth Company, founded in 1996, is a family owned company focused on producing premium Thai organic rice. Its business philosophy promotes fair, long-lasting partnerships that drive its annual community development projects. To find out more, visit <http://www.ngc-international.com/>.

Media Contact

Ms. Oratai Junsuwanarak, Thailand Country Manager, AIP Foundation
2 Prima Sathon Building Room 8302, Naradhiwas Rajanagarinda Road, Yannawa, Sathon, Bangkok 10120, Thailand
Tel: (66-2) 676 0274, (66-81) 454 9054; Email: oratai.j@aipf-thailand.org