



PRESS RELEASE

AIP Foundation and The UPS Foundation ink \$1 million agreement against backdrop of historic Obama visit

23 May, 2016 – Hanoi, Vietnam

AIP Foundation and The UPS Foundation have signed a memorandum of understanding to announce their cooperation on a new project, *Safety Delivered*. The signing ceremony took place during an American Chamber of Commerce business event attended by senior American diplomats on the occasion of U.S. President Barack Obama's historic first visit to Vietnam. Greig Craft, AIP Foundation President, and Jeff McLean, Managing Director of UPS Vietnam, renewed their commitment to reducing road crash fatality and injury in Asia. Two young 'Goodwill Ambassadors' involved in recent programming were also on hand.

This project represents the most recent collaboration in a partnership with The UPS Foundation started in 2011 that has spanned projects such as AIP Foundation's signature, school-based *Helmets for Kids* in Vietnam, Cambodia, and Thailand; the *Head Safe. Helmet On* project that involved both the United States Agency for International Development and the Centers for Disease Control and Prevention; and the *Safe Roads. Safe Communities* project aimed at advocating for the passage of a draft traffic law in Cambodia in which motorcycle passengers, including children, are required to wear helmets. These projects have been overwhelmingly successful: thousands of helmets have been donated, thousands of students educated, and, perhaps most significantly, a new Road Traffic Law in line with the *Safe Roads. Safe Communities* goals came into effect at the beginning of this year.

"When you look back at what AIP Foundation and The UPS Foundation have been able to accomplish together, it is really quite incredible. Our passion for mitigating the disastrous effects of road crashes has been able to enact real change on the streets of Southeast Asia and spare countless families the trauma of losing a loved one," said Greig Craft, Founder and President of AIP Foundation.

"In our concern for the safety and well-being of our local communities, UPS' charitable aims align seamlessly with the work that AIP Foundation does. We have already enjoyed a productive and mutually beneficial relationship for years, and our commitment to the *Safety Delivered* project is an expression of our shared wish to see it continue," said Jeff McLean, Managing Director of UPS Vietnam.

The *Safety Delivered* project will launch in August of 2016 and run through July 2018, reaching an estimated 14 million people in Vietnam and neighboring countries, targeting the most vulnerable road users in the area. Its main objectives are to increase passenger motorcycle helmet use among children and improve motorcycle driving skills among youth.

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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 successful 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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