

**PRESS RELEASE**

**Young ambassadors network empowers students to design sustainable road safety awareness initiatives for 3,000 peers**

*10 March, 2017 – Siem Reap Province, Cambodia*

AIP Foundation launched a *Young Ambassadors for Road Safety (YARS)* network that will empower university students to design and implement sustainable road safety awareness activities for more than 3,000 of their peers. During the program's kick-off ceremony, a helmet design competition was also announced. The capacity building program will work with three universities located in high-risk traffic areas with the aim of increasing awareness of safe driving behaviors and the recent law mandating passenger helmet use. YARS is a partnership with the Australian Direct Aid Program, an office of the Department of Foreign Affairs and Trade.

"Road crashes are the most serious non-communicable public health crisis in our country," H.E. Pin Prakod, Deputy Governor of Siem Reap Province, said. "This program will complement our government's continued efforts to halve road fatalities and injuries by 2020. I look forward to seeing how it will enable students to create a community of safe road users in our province."

AIP Foundation selected the participating universities using a set of guidelines such as the campus's proximity to a main highway, strong buy-in from university officials, and students' past involvement in road crashes. The ambassadors will promote safe driving skills within their age group and will also work with primary school students to educate Cambodia's youngest generation of road users. AIP Foundation will encourage the use of diverse mediums to students as they design their original initiatives. YARS will also work with local traffic police to increase law enforcement and educational activities around the campuses.

Representatives from the three participating universities, government officials, and other road safety stakeholders joined 48 newly minted ambassadors at the program's kick-off ceremony.

AIP Foundation decided to work in Siem Reap Province, a busy tourist hub in the northern region of the country, because the area faces both urban and suburban road issues. Highway 6, one of Cambodia's major roadways, also passes through the province.

"At AIP Foundation, creating long-lasting change in our communities is a top priority. A program like YARS is critical to our mission because it empowers young people to use their experiences and insights to make roads safe in their own communities," Pagna Kim, Cambodia Country Director of AIP Foundation, said. "We are excited to lend our seasoned expertise to these bright students as they devise plans for tackling road issues in and around their campuses."

###

**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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

**For media contact:**

Pagna Kim, AIP Foundation Country Director  
#18BEo, Street 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia  
Tel: +85 512 424 234; Email: [pagna.kim@aipf-cambodia.org](mailto:pagna.kim@aipf-cambodia.org)