



PRESS RELEASE

UPS staff join over 1,000 students and teachers for visit of new program school

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Today, UPS staff volunteers joined over 1,000 students and teachers from Tran Van On Primary School for a school visit organized by *Safety Delivered*, a new regional road safety program supported by The UPS Foundation. The school visit began with a donation of over 800 quality motorcycle helmets to students of Tran Van On Primary School. Following the helmet handover ceremony, the UPS staff volunteers reinforced the students' road safety knowledge through interactive games and instruction of correct helmet-wearing technique. *Safety Delivered* works with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use.

"Through reductions in road crash injuries and fatalities, it is projected that *Safety Delivered's* activities will save an estimated \$12 million USD over the next two years," said Eduardo Martinez of UPS. "With economic leaders from around the world convening in Danang this month for APEC 2017, programs like *Safety Delivered* will be essential to achieving APEC's mission of sustainable economic growth."

"Road crashes are a leading cause of death among 5-14-year-olds, a personal and economic cost that we cannot afford to ignore," said Mrs. Pham Thuy Liem of the Bureau of Education and Training for District 12.

"I am excited to meet the UPS volunteers and learn about road safety from them. They make the activities fun and I feel like they really care about keeping my friends and I safe," Nguyen Tran Phuong Anh, a student of Tran Van On Primary School said.

Safety Delivered, which will be implemented in Vietnam, Thailand, Cambodia, and Myanmar, will vary its activities among countries. Activities will include quality motorcycle helmet distribution and education at primary schools, public awareness campaigns, and university-based road safety education. Over the next two years, the program will donate a total of 17,000 quality motorcycle helmets to school children in Vietnam, Cambodia, and Myanmar, with 9,000 of those motorcycle helmets allocated for distribution at target schools in Ho Chi Minh City and Hanoi.

"We need to increase public awareness of the dangers of unsafe driving behavior and lack of child helmet use," said Greig Craft, President and Founder of AIP Foundation. "Involving all members of the community, especially youth, is the only way to create a sustainable culture of road safety."

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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. For more than 16 years, 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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