

## **PRESS RELEASE**

### **Interactive road safety web portal coming on-line to engage Cambodian motorists**

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AIP Foundation, in partnership with The UPS Foundation, is pleased to announce the launch of [www.saferoads.org.kh](http://www.saferoads.org.kh). This educational web portal will be focused on ensuring that the Cambodian public, especially the younger generation, has access to accurate, detailed, and engaging information on road safety issues. The broader aim of the launch is to encourage an increase in helmet use among the many motorcycle passengers, including children, in the country.

The website is an enhancement on one that previously debuted in September of 2013 and will feature a wide range of different types of content, from quizzes and games to more conventional news items, case stories, and articles, in hopes of appealing to as wide a segment of the population as possible.

The topic of road safety has consistently been entering into the daily public debate of Cambodia since the 1<sup>st</sup> of January, 2016, when a new Road Traffic Law came into effect. For the first time in Cambodian history, traffic police have started fining motorcycle passengers for riding without helmets, and a commitment to stricter enforcement of the law commenced in March.

This legislative shift comes at a time when Cambodia's roads are as dangerous as they ever have been. Road crash fatalities and injuries remain high, with the majority of victims being motorcycle users. The "saferoads" emphasis on helmet-wearing is also a result of the situation on the ground, as most motorcycle road crash fatalities are a direct consequence of severe head trauma.

"As Cambodia becomes increasingly connected, it is important for community – especially youths – to be educated about measures they can take to prevent undesired road incidents. The 'saferoads' website appeals to youths as they leverage interactive games and quizzes as teaching tools, helping youths internalize important road safety messages while having fun," said Jeff McLean, Managing Director, UPS Vietnam and South Asia District Agent Operations.

"In order to get as many people fluent in safe road behavior as possible, it is our responsibility to produce educational content that can both inform and entertain. We aim to reach as many people as possible with this website, which is why there is something for everyone on the site," added Pagna Kim, the Country Director of Cambodia for AIP Foundation.

Visit the website here: [www.saferoads.org.kh](http://www.saferoads.org.kh).

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

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