

**PRESS RELEASE**

***Helmets for Kids* expands to Bangkok with UPS donation of 3,200 helmets**

*21 August, 2014—Bangkok, Thailand*

The Asia Injury Prevention (AIP) Foundation, supported by The UPS Foundation, has commenced the expansion of the *Helmets for Kids* program to Bangkok with an additional donation of over 3,200 helmets to students and teachers. The donation is in addition to the 2,697 helmets already distributed this year in Udon Thani, where The UPS Foundation has supported the *Helmets for Kids* program for the past two years.

Over six hundred parents, students, principals, teachers, and school staff were present for the large donation. The handover was also witnessed by representatives from UPS Thailand, Bangkok Primary Educational Service Area Office, Department of Disaster Prevention and Mitigation, Thailand, and Sidekick Company.

Earlier this year in Udon Thani, helmet-wearing rates rose from 24 to 57 percent at Ban Makkhaeng School, and from 27 to 77 percent at Nong Samrong Wittaya School between February and June after donations from The UPS Foundation. “We are pleased to expand to Bangkok and have a greater part in the safety of our communities. With the additional helmet donations, we hope to achieve higher helmet use rates and see less road traffic injuries and fatalities among children,” said Mr. Edmund Lo, Managing Director of UPS Thailand.

The six schools were selected for donations after initial surveys revealed their need for helmets, helmet-wearing education, and road safety awareness. For example, the majority of students from Watnang School ride motorcycles with their parents to school. Moreover, a 2013 survey reported that helmet-wearing rates at Bannongbon School to be only 18.6 percent. Each school has various areas for improvement, and the opportunity to address them has commenced with today’s event.

“Traffic crashes kill more than seven children a day in Thailand and injure or disable almost two hundred daily,” said Mr. Nopadol Santipakorn from Road Accident Victims Protection Co., Ltd. “Today’s donation of over three thousand helmets will reach far beyond the individual and greatly benefit not only each student, but also the safety of each school and community.”

**Schools that received the donation include:**

Thairathwittaya 75 Chalermprakiet School  
Bannongbon (Naiyananonanusorn) School  
Watnang School  
Darakam School  
Pratomnonsee School  
Wathongrattanaram School

View photos from the event [here](#).

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### **About Helmets for Kids**

*Helmets for Kids* is AIP Foundation's signature program, launched by former President Bill Clinton, on November 19, 2000. It provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors, and organizations. To date, the program has distributed more than 500,000 helmets throughout Southeast Asia.

### **About the Asia Injury Prevention Foundation**

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [asiainjury.org](http://asiainjury.org) or connect with us on Twitter @AIPFoundation.

### **About The UPS Foundation**

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Since its founding in 1907, UPS has built a legacy as a caring and responsible corporate citizen, supporting programs that provide long-term solutions to community needs. Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national, and global communities. In 2012, UPS and its employees, active and retired, invested more than \$97.5 million in charitable giving around the world. The UPS Foundation can be found on the web at [UPS.com/foundation](http://UPS.com/foundation). To get UPS news direct, visit [pressroom.ups.com/RSS](http://pressroom.ups.com/RSS).

### **About UPS**

UPS (NYSE:UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. The company can be found on the Web at [UPS.com](http://UPS.com) and its corporate blog can be found at [blog.ups.com](http://blog.ups.com). To get UPS news direct, visit [pressroom.ups.com/RSS](http://pressroom.ups.com/RSS).

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