

PRESS RELEASE

Students team up at Walk Rally for Road Safety

February 28, 2015 – Bangkok, Thailand

Today, a Walk Rally took place at Suan Luang Rama IX Park to promote helmet usage and road safety awareness amongst students and young people. The “Walk Rally for Road Safety” was organized by AIP Foundation Thailand in cooperation with Thai DENSO Group and Road Safety Fund. The Walk Rally serves as a space for children to come together and engage in educational activities about road safety.

Special guests included celebrity road safety ambassador actor/singer, Mr. Matthew Dean and Mr. Pinai Sirinakorn, Vice President of DENSO Thailand Co. Ltd. and DENSO International Asia Co., Ltd. Attendees comprised of students from several universities, parents, DENSO associates, and the general public.

“The objective of the Walk Rally is to show youths, parents, and the public that learning how to be safe on the road can be interesting, interactive, and fun,” explained Mr. Pinai Sirinakorn, Vice President of DENSO Thailand Co., Ltd.

Ms. Ratanawadee Winther, Chairperson of AIP Foundation Thailand, in her welcoming speech expressed that “making students aware of the dangers on our roads is essential for keeping them safe in today’s world. The Walk Rally provides the community with the opportunity to practice safe road behavior through active participation.”

Upon arrival at the Walk Rally, each participant received a road safety “passport” and were asked to join a team in order to participate in the educational activity. The teams had to visit a total of six road safety game booths in order to collect all the stamps in their passport. Teams with the most collected stamps received a prize at the end of the day. The event was followed by a talent show contest. Votes for the best performance will be taken on Facebook and YouTube until March 7, 2015.

Celebrity road safety ambassador, Mr. Matthew Dean, articulated that “as an actor, I’d like to set a good example and show Thailand’s youth that even celebrities wear helmets and abide by traffic rules. I’m happy to be here today as a role model for University students, youth, and children. By putting our knowledge into practice today, we are keeping our youth safe tomorrow.”

Before today’s event, on January 14, 2015, students from Intarumphun-Anusorn School received 613 high-quality helmets. Helmet usage amongst students traveling on motorcycles increased rapidly from 0% prior to the donation to 54% after the donation. In addition, students also received training on proper helmet use facilitated by AIP Foundation and DENSO. These educational activities, along with today’s Walk Rally, aims to sustain an increase in helmet usage rates and remind students of safe road practice throughout the school year and the rest of their lives.

Watch and vote for your favorite talent show performance [here](#).

About AIP Foundation

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 or connect with us on Twitter @AIPFoundation.

About DENSO

DENSO was established in Japan in 1949 with the determination to create value and highest satisfaction for our customers. DENSO has consistently developed automotive technology, systems and components, and has become the world's leading auto parts supplier. It currently has many affiliates all over the world; Asia, Oceania, Europe, America including Thailand, in order to provide our customers with the best class of auto part products and services.

About Thai DENSO Group

Thai DENSO Group was founded in Thailand in 1972 under the name Nippondenso Thailand Co., Ltd. as DENSO's first affiliate outside Japan and Thailand's first manufacturer and supplier of automotive components. With the Thai government's Domestic Automobile Manufacturing Encouragement Policy and DENSO's limitless potential, it has become widely acclaimed and continuously expanded ever since. The seven affiliates of Thai DENSO Group are as follows: DENSO (Thailand) Co., Ltd., DENSO International Asia Co., Ltd., DENSO Sales (Thailand) Co., Ltd., Siam DENSO Manufacturing Co., Ltd., Siam Kyosan DENSO Co., Ltd., DENSO Tool & Die (Thailand) Co., Ltd. and Anden (Thailand) Co., Ltd.

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