

***FOR IMMEDIATE RELEASE***

**ARRB Group continues support for *Helmets for Kids* in Vietnam**

*September 16, 2014 – Hai Duong, Vietnam*

Supporting AIP Foundation's *Helmets for Kids* program since 2012, today ARRB Group celebrated its continued commitment to Ai Quoc Primary School with a distribution of important educational materials on helmet use in addition to a helmet "top-off" ceremony. In total, ARRB Group, one of Australia's most trusted advisors for road safety technical input, has donated 882 helmets to Ai Quoc Primary School. In addition to Vietnam, ARRB has also supported the *Helmets for Kids* program in Cambodia, and in 2015 will expand their commitment to Thailand.

In their first year of support in Hai Duong, ARRB Group donated helmets to all students and teachers at Ai Quoc Primary School. For their second year, ARRB donated helmets to the school's first graders, new teachers, and students in second through fifth grade at the school who had outgrown, lost, or damaged their helmets. ARRB Group is now distributing educational materials on helmet use to Ai Quoc Primary School students in addition to 240 new helmets.

Along with students and staff of Ai Quoc Primary School, representatives from Hai Duong Department of Education and Training; Hai Duong Traffic Safety Committee; Paul Hillier, a National Technical Leader at ARRB; local authorities; parents; and media were present at the ceremony.

"With continued support for Ai Quoc Primary School, we have developed a strong connection with the school and its students. It is an inspiring learning environment and the spirit of both teachers and children is contagious. We are also extremely pleased to continue supporting, and delivering important safety messages through the *Helmets for Kids* program," said Mr. Hillier.

Mr. Hillier added, "We specialize in road safety and traffic issues, and are very aware of the dangerous risks that children face in unsafe environments. Ai Quoc Primary School is situated along National Road 5 and near a railroad, and its proximity to these dangers creates a very hazardous situation for students. Therefore, our goal is to emphasize to students the great importance of helmet use and being observant - looking out for each other at all times."

"We are thankful to have ARRB Group's continued reinforcement of the importance of road safety," said Nguyen Thi Quyen Oanh, Principal of Ai Quoc Primary School. "For example, in November of 2013, 77 percent of our students wore helmets. With the support of ARRB Group, this rate increased to 97 percent as of May of this year. After today's event, I am hopeful that all of our students who ride bicycles and motorcycles will wear helmets."

“Helmets reduce the risk of injury from a road traffic crash by 69 percent, and the risk of death by 42 percent,” said Ms. Linh Nguyen, International Partnership Director of AIP Foundation. “We are thankful that ARRB Group ensures that students at Ai Quoc Primary School have not only high-quality helmets, but also awareness of road safety through educational resources.”

### **About ARRB Group**

For over 50 years, ARRB Group Ltd (ARRB) has provided trusted advice, technical expertise and solutions to transport and road authorities across the world. ARRB’s member agencies include federal, state and local government bodies and is a not-for-profit entity. ARRB and its members recognize the critical role they play in supporting one another to improve productivity, safety, sustainability and amenity outcomes for the public.

### **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 [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

### **For media contact:**

Frances Massing, AIP Foundation Communications Manager  
18bis/19 Nguyen Thi Minh Khai Street, District 1 Ho Chi Minh City, Vietnam  
Tel: 08-6299-1409 Ext. 117; Email: [frances.massing@aipf-vietnam.org](mailto:frances.massing@aipf-vietnam.org)