



PRESS RELEASE

School community gathers to celebrate second year of *Street Wise* project

31 May, 2016 – Songkhla Province, Thailand

Over 2,000 students, parents, and teachers from Wicheinchom School in the Muang District of Songkhla Province gathered today along with invited stakeholders to celebrate the second year of the *Street Wise* pedestrian safety project, a collaboration between AIP Foundation and Chevron Thailand. Along with numerous road-safety-related activities, 1,000 helmets were donated to children at the school during this event.

Mr. Songpol Sawastom, the Governor of Songkhla Province, was in attendance at the event and delivered the opening speech. He was joined by representative of numerous government agencies, among them the Songkhla Office of Disaster Prevention and Mitigation, the Songkhla Provincial Administrative Organization, the Songkhla Department of Land Transportation, the Songkhla Provincial Health Office, the Songkhla Public Relations Department, the Songkhla Department of Rural Roads, the Songkhla Primary Educational Service Area Office, and the Songkhla Provincial Police.

In addition to these public sector representatives, the event was attended by Ms. Voranun Chantrasm, locally-born actress and active road safety ambassador, Ms. Ratanawadee Winther, Chairperson of AIP Foundation Thailand, and the Road Accident Victims Protection Co., Ltd.

Street Wise began in 2014 in Singhanakorn District of Songkhla Province, and this year it has transitioned into neighboring Muang District. “The *Street Wise* project has seen commendable success in its first year – the students in Singhanakorn District, where the project was first launched, started out with virtually zero helmet compliance. Only 3% of students were observed wearing helmets, but this number shot up to 33% after the first year of *Street Wise* implementation. While this is just the beginning, it shows that the children in this community are on their way to developing the safety habits that will serve them well for the rest of their lives,” said Ms. Ratanawadee Winther, Chairperson of AIP Foundation Thailand.

###

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 or connect with us on Twitter @AIPFoundation.

Media Contact

Ms. Oratai Junsuwanarak, AIP Foundation Thailand Country Manager
2 Prima Sathon Building Room 8302, Naradhiwas Rajanagarinda Road, Yannawa, Sathon, Bangkok
10120, Thailand
Tel: (66-2) 676 0274, (66-81) 454 9054; Email: oratai.j@aipf-thailand.org