



**ROAD SAFETY  
FUND**



## **PRESS RELEASE**

### ***Helmets for Kids* provides 500 helmets to primary school students in Binh Xuyen District**

*24 October, 2018 – Vinh Phuc Province, Vietnam*

On October 24, 2018, *Helmets for Kids* gave 500 helmets to students during a helmet handover ceremony at Ba Hien B primary school in Binh Xuyen District, Vinh Phuc Province. This is the first time *Helmets for Kids* has been implemented in Vinh Phuc Province through the support of Vietnam Garment Manufacturing Company (VNG) - TAL Apparel, whose factory is located in Binh Xuyen District. Representatives from the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), Vinh Phuc Traffic Safety Committee (TSC), Vinh Phuc Department of Education and Training (DoET), Vinh Phuc Traffic Police, and journalists attended the ceremony. A teacher training workshop was conducted in addition to the helmet handover ceremony.

After conducting a pre-implementation survey, AIP Foundation found that only 2% of students wear helmets regularly. This low rate, combined with the complex traffic situation around the school, puts the students at high risk. *Helmets for Kids* provides road safety knowledge and raises awareness among teachers and students about helmet usage. From this event, students, parents, and teachers will be better equipped and protected on the roads and will be able to influence those around them to wear helmets.

"As a company operating in Binh Xuyen District, we would like to contribute to the community here. Many of our employees have children who attend Ba Hien B primary school. We look forward to bringing practical benefits to students who are future owners to contribute to the development of Vinh Phuc Province" said Kevin Zheng, Managing Director of VNG.

"*Helmets for Kids* has been increasing standard helmet use for children all over Vietnam" said Uong Viet Dung, Deputy Chief of the secretariat of NTSC. "When provided with both resources and education, children are able to influence those around them and remind each other of the importance of helmets, contributing to the formation of a safe traffic culture."

"The importance of giving children these vital resources and education at an early age is not to be understated," said Hoang Van Hoan, Chief of the secretariat of Vinh Phuc TSC. "Knowledge of proper helmet use and teachers who reinforce these lessons and behavior will save lives and prevent tragedies."

Greig Craft, President of AIP Foundation, noted, "Many parents did not have prior knowledge of the fundamental benefits of wearing a helmet while on a motorcycle or even the resources to provide a helmet for their child to begin with. Now that *Helmets for Kids* is in place at Ba Hien B primary school, parents will receive these educational resources while their children also receive road safety knowledge and the life-saving tools they need."

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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.

### **About Vietnam Garment Manufacturing Company (VNG) - TAL Apparel**

The Vietnam Garment Manufacturing Company (VNG) is a member of the TAL Apparel Group which has its corporate headquarters located in Hong Kong. The company celebrated its 70 year anniversary in 2017. TAL Apparel is the world leader in the Apparel manufacturing industry with a total of 10 factories located across 6 countries, with 26,000 workers and manufacturing 60 million Garments per year. TAL Apparel is well known for its supreme product quality and supplier's garments to many of the big brand companies across the world. 1 out of every 6 dress shirts sold in U.S.A is made by TAL. The VNG factory is built on a 75,000m<sup>2</sup> parcel of land located at the Ba Thien II Industrial Park and will employ 6,000 workers when production is at a maximum capacity.

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