



UPS Volunteers and AIP Foundation kick off 'Safety Delivered 2019-2020' Campaign

Initiative promotes positive road behavior among students in high-risk areas in Thailand and across Asia

29 November 2019 – Bangkok, Thailand

In celebration of AIP Foundation's *Safety Delivered* program, more than 500 attendees, including volunteers from [UPS](#) (NYSE: UPS), students, parents, school officials, and local stakeholders from 12 program schools, banded together to raise awareness for road safety through a kick-off ceremony at Ban Bangkokapi School in Bangkok, Thailand.

Supported by UPS and The UPS Foundation, *Safety Delivered* is a program by the AIP Foundation that works with young, inexperienced motorcycle riders in Vietnam, Cambodia, Myanmar, Thailand, the Philippines and India, to educate and eliminate distracted riding behaviour, as well as increase helmet use among children.

Through the *Safety Delivered 2019-2020* program, approximately 5,000 helmets for students will be donated by The UPS Foundation in high-risk areas in Bangkok, Thailand with the aim of reducing their vulnerability on the roads. The program will also secure the commitment of their teachers and parents to serve as positive road safety models for the students and ensure the safety of child passengers.

Russell Reed, Managing Director of UPS Thailand and Vietnam stated, "Whenever you get behind the wheel, you are responsible not only for your own life, but the lives of every other driver and pedestrian on the road. We tell this to our drivers in Thailand, as well as more than 125,000 other UPS drivers worldwide who log about 3 billion miles every year. With that much time on the roads, we are keen to share our collective experience with communities, and together, through our continued partnership with AIP Foundation, create safer roads for everyone."

Safety Delivered's 2019-2020's kick-off event saw a handover of 500 helmets to students in attendance at the event. UPS volunteers followed up by training students on various aspects of helmet safety, including proper size and fit. Road safety games facilitated by the volunteers further served to drive the message home on safe road behavior. Representatives from AIP Foundation, the Department of Disaster Prevention and Mitigation, Ministry of Interior (DDPM); Department of Education, Bangkok; and Royal Thai Police, as well as Mr. Nithat Rakthai, Director of Ban Bangkokapi School, were in attendance to demonstrate their support for promoting awareness of the safety of children on roads in Thailand.

Ms. Mirjam Sidik, AIP Foundation CEO, expressed, "Road traffic crash deaths and injuries affect not only the direct victims, but also their family members and communities. When these road crash victims are young children, the situation can have an even greater devastating impact. AIP Foundation is working to mitigate the preventable deaths and injuries of youth by providing life-saving helmets and imparting the importance of proper helmet-use and safe road behaviors to reduce their vulnerability as passengers and future drivers. Since 2017, we have partnered with The UPS Foundation through Safety Delivered to distribute more than 16,000 helmets to primary school students and teachers."

Mr. Natthapong Ditsayaputr, Director of the Department of Education, Bangkok, stated, "An integral part of increasing children's helmet use will be the continued involvement of teachers, schools, and other representatives who can educate students and effectively convey the importance of exercising safe behavior on the roads. The engagement of the many stakeholders present here today demonstrates our shared commitment to ensure that these students and children are not involved in tragic road crash incidents."

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About Safety Delivered

Safety Delivered is supported by The UPS Foundation and implemented by AIP Foundation in Cambodia, India, Myanmar, Philippines, Thailand, and Vietnam. The program aims to reduce road crash injuries and fatalities among vulnerable motorcyclists by working with young drivers to improve their driving behaviors and by increasing child helmet use.

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 leads its global citizenship programs and is responsible for facilitating community involvement to local, national, and global communities. In 2018, UPS and its employees, active and retired, invested more than \$114.9 million in charitable giving around the world. The UPS Foundation can be found on the web at [UPS.com/Foundation](https://www.ups.com/Foundation) and [@UPS Foundation](https://twitter.com/UPSFoundation) on Twitter. To get UPS news direct, follow [@UPS News](https://twitter.com/UPSNews) on Twitter. The company's sustainability eNewsletter, *UPS Horizons*, can be found at ups.com/sustainabilitynewsletter.

About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 18 years, 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](https://twitter.com/AIPFoundation).

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