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## UPS VOLUNTEERS AND AIP FOUNDATION KICK OFF 'SAFETY DELIVERED 2019-2020' CAMPAIGN

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

**HO CHI MINH CITY, VIETNAM, December 03 2019** – In celebration of AIP Foundation's *Safety Delivered* program, nearly 1,600 attendees, including volunteers from [UPS](#) (NYSE: UPS), students, parents, school officials, and local stakeholders, banded together to raise awareness for road safety through a kick-off ceremony and motorcycle parade at Ho Văn Thanh Primary School in Ho Chi Minh City, Vietnam.

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 behavior, as well as increase helmet use among children.

Approximately 11,000 helmets for students, teachers, and parents, will be donated by The UPS Foundation through the *Safety Delivered* 2019-2020 program across Ho Chi Minh City and Thai Nguyen. The *Safety Delivered* program will reach students at 18 primary schools, including one school which specifically supports students with disabilities, in high risk areas this year. Helmet handover ceremonies at other schools across Ho Chi Minh City in District 12, Go Vap, Can Gio, as well as in Thai Nguyen Province, also took place throughout November.

Russell Reed, Managing Director of UPS Thailand and Vietnam stated, "Everyone has a part to play in creating safer roads and drivers. I am heartened by the dedicated efforts of our UPS Vietnam volunteers working with AIP Foundation to increase students' knowledge of road safety. Community change requires the concerted effort of advocates and stakeholders alike in promoting positive habits.

In doing so, we can create a powerful multiplier effect that will boost road safety efforts and save lives on the roads across Vietnam.”

*Safety Delivered's* 2019-2020's kick-off event saw UPS volunteers training students on various aspects of helmet safety, including proper size and fit, while encouraging them to sign commitments to helmet use. Representatives from the National Traffic Safety Committee, Ministry of Transport, Ho Chi Minh City Traffic Safety Committee, Department of Education and Training, District 12 People's Committee, and local traffic police were also present.

Following classroom activities, students led traffic safety performances on stage. Nguyen Trong Thai, Chief of the secretariat of the National Traffic Safety Committee remarked, “Child road injury prevention is truly a collaborative effort. Students need to learn about proper helmet use, parents must reinforce safe behaviors, and schools, teachers, and governments should support traffic education and enforce regulations. Events like these bring together all those who have the power to help prevent road crashes.”

Immediately after the ceremony, a parade of motorcycles rode through the surrounding neighborhood, as students, teachers, volunteers, and stakeholders, joined hands in symbolic commitment and carried flags emblazoned with the message: “Love your child. Provide a helmet.”

“By reminding parents that helmet wearing is not only a safe behavior, but also an act of love from a parent to a child, we aim to inspire children and their families to commit to helmet use and road crash prevention. AIP Foundation stands with communities, victims, and those who have lost loved ones to road crashes,” said Mirjam Sidik, CEO of AIP Foundation.

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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/UPS_Foundation) on Twitter. To get UPS news

direct, follow [@UPS\\_News](#) on Twitter. The company's sustainability eNewsletter, *UPS Horizons*, can be found at [ups.com/sustainabilitynewsletter](https://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](http://www.aip-foundation.org) or connect with us on Twitter [@AIPFoundation](#).

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