



FOR IMMEDIATE RELEASE

***Safety Delivered* encourages students to wear motorcycle helmets as part of school uniforms**

PHNOM PENH, Cambodia - 24 December, 2019

Nearly 720 primary school students and teachers at Chbar Amov 2 and Wat Mongkol Serei Kean Kleang Primary School in Phnom Penh received quality helmets and were encouraged to wear them as part of their school uniforms during the *Safety Delivered* 2019 kick-off event, implemented by AIP Foundation and supported by The UPS Foundation. The event aims to inspire young students to be role models in their community by promoting helmet use. Over the course of the 2019-2020 program, The UPS Foundation will donate more than 2,000 helmets to primary schools located in high-risk communities.

“Since we have the passenger helmet law in place, we began enforcement of the mandatory passenger helmet law nationwide,” Mr. Chan Buntheurn, Commune Chief of Traffic Police of Chroy Changvar Commune, said. “Since then, we have seen a dramatic increase in safer road behaviors in our community. It’s programs like *Safety Delivered* which complement our robust law enforcement efforts, and inspire us to continue pushing toward our goal of halving Cambodia’s road crash deaths by 2020.”

Chbar Ampov 2 and Wat Mongkol Serei Kean Kleang Primary School are located on busy, national roads. In 2017, at least two students from these schools were reported to have passed away due to a road crash. Tragically, one of those students was not wearing a helmet when his father was driving him home from school, suffering a fatal head injury caused by a motorcycle crash. Currently in Cambodia, 80% of students commute to school by motorcycles and bicycles though only about 1% wear helmets.

In addition to receiving helmets, students and their teachers also participated in educational activities during the event to learn more about road crash prevention. The program also engages parents to positively influence and promote safe behaviors among students. “Children are our most valuable asset and our society, but they are also a vulnerable group. We are committed to working with our parents,” said Phan Sokheayayy, Director of Wat Mongkol Serei Kean Khleang Primary School.

The *Safety Delivered* program is currently being implemented in Cambodia, India, Myanmar, Philippines, Thailand, and Vietnam, and will work with young, inexperienced motorcycle drivers in target universities and communities to improve their unsafe and distracted driving behavior, while also working to increase child helmet use at primary schools.

“In the event of a road crash, wearing a helmet reduces the risk of death by 42% and injury by 69%. It’s imperative that every single motorcycle driver and passenger wears a helmet, and we hope this program will instill good habits in some of the youngest road users,” expressed Mr. Pagna Kim, AIP Foundation Cambodia Country Director.

“We’re honored to partner with the AIP Foundation in Cambodia to help create safer roads and inspire driver safety,” said Eduardo Martinez, President of The UPS Foundation and Chief Diversity & Inclusion Officer, UPS. “Cambodia is urbanizing at a remarkable rate and road safety awareness and knowledge

have to keep pace. Since its inception, the sustained engagement of the *Safety Delivered* program has helped to make Cambodia's roads safer for all through AIP Foundation's evidence-based approach. We know that the program's educational efforts will achieve an exponential effect in promoting long-lasting behavior changes among at-risk populations."

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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](https://twitter.com/UPS_News) on Twitter. The company's sustainability eNewsletter, *UPS Horizons*, can be found at [ups.com/sustainabilitynewsletter](https://www.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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