FOR IMMEDIATE RELEASE

Manulife Cambodia and AIP Foundation provide road safety protection and education to Cambodia’s most vulnerable communities in Banteay Meanchey

BANTEAY MEANCHEY PROVINCE, Cambodia—November 25, 2021

Manulife Cambodia has joined hands with the AIP Foundation to donate close to 900 helmets to students and teachers at O Ambel Primary School in Banteay Meanchey Province as part of this year’s Helmets for Families (HFF) program.

Since the reopening of all schools nationwide from November 1, this donation takes place at the right time as children will be protected when traveling to and from school with quality helmets and road safety training through this program implementation.

Despite the introduction of a universal helmet law in Cambodia in 2015, none of the students surveyed at O Ambel Primary School wore helmets, according to AIP foundation. Approximately 70% of students commute by motorcycle or bicycle at O Ambel Primary School. In addition, the majority of students at O Ambel are from low-income local families, making buying a helmet for their children mostly unaffordable for parents.

H.E Ly Sary, Deputy Governor of Banteay Meanchey remarked, “O Ambel is located in a high-risk area along National Road 5. The density of traffic, particularly during the commute to and from school, leave our students, teachers and parents extremely vulnerable to road crashes. This is evidenced by the fact that 15 students and five parents have been involved in serious road crashes near this school during the last few years.”

Her Excellency Min Meanvy, Secretary of State of the Ministry of Public Works and Transport and Secretary General of the National Road Safety Committee, commented, “I am grateful for the support that has been provided by the AIP Foundation and Manulife Cambodia for the Helmets for Families program since 2012. This year, we chose O Ambel Primary School in Banteay Meanchey because of the high number of teachers and students commuting to the school by motorcycle and are yet not wearing helmet, making helmet protection critical. Together with the donation of helmets, the program also conducts road safety education and awareness activities with teachers and parents, either in-person or online (due to COVID-19). These are key to encouraging greater road safety. I urge all children, parents and teachers to wear a helmet at all times to prevent from head injuries.”

Mr. Kim Pagna, AIP Foundation Country Director in Cambodia, said, “The Helmets for Families program is an effective program to increase helmet use – the best method of reducing road injuries. The program combines prevention with action, providing road safety education to reduce the chances of a road crash by encouraging safer behavior in the next generation of road users.”

Mr. Justin Helferich, CEO and General Manager of Manulife Cambodia, said, “We are privileged to be part of a program that protects Cambodians and leads to safer communities. The evidence is clear using helmets saves lives and prevent serious injuries. A quality helmet reduces the risk of serious head injuries by 69% and death by 42%. Since 2012, schools participating in the Helmets for Families program have seen a significant increase in helmets usages. Last year, Onlong Vil primary school in Battambong Province
increased their helmet use from 1% to 93% after implementation of the program and we hope to see a similar increase in O Ombel primary school. As schools around the country re-opened, we are honored to continue being a part of this program which is in line with our vision of building a better future for Cambodian families.”

The *Helmets for Families* program, which has operated in Cambodia since 2012, has provided almost 8,000 quality helmets to students, teachers and parents most in need. The program has delivered road safety education and skills to 6,128 students, 301 teachers and 10,847 parents across Cambodia. More than 170 children have been saved from serious head injury through the program.

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**About Manulife Cambodia**
Manulife Cambodia started its operations on June 28, 2012. As the first wholly foreign-owned life insurance company in the kingdom, we are passionate about our commitment to building a better financial future for Cambodian families. We are very thankful for the trust that over 112,000 Cambodians have put in us.

**About Manulife**
Manulife Financial Corporation is a leading international financial services provider that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our global wealth and asset management segment, we serve individuals, institutions and retirement plan members worldwide. At the end of 2020, we had more than 37,000 employees, over 118,000 agents, and thousands of distribution partners, serving over 30 million customers. As of September 30, 2021, we had CAD$1.4 trillion (US$1.1 trillion) in assets under management and administration, and in the previous 12 months we made CAD$31.6 billion in payments to our customers.

Our principal operations are in Asia and Canada, and the United States, where we have served customers for more than 155 years. We trade as ‘MFC’ on the Toronto, New York, and the Philippine stock exchanges and under ‘945’ in Hong Kong. Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](http://manulife.com).

**About AIP Foundation**
AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For 20 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](https://twitter.com/AIPFoundation).
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