

PRESS RELEASE:

**US Secretary of Commerce Carlos M. Gutierrez attends
Helmets for Kids Ceremony during his visit to Vietnam**



Asia Injury Prevention Foundation
A US 501(c)(3) organization

Hanoi, 6 November 2007 – US Secretary of Commerce Mr. Carlos Gutierrez, Deputy Minister of Education and Training Mr. Pham Vu Luan, Chief Secretariat of National Traffic Safety Committee, Mr Bui Huynh Long today attended a *Helmets for Kids* ceremony organized by the Asia Injury Prevention Foundation (AIPF), a US 501 (c)(3) organization operating in Vietnam. During the ceremony, 450 crash helmets were donated to pupils of Dich Vong A Primary School in Hanoi. The Secretary was accompanied by a trade delegation of 23 leading American companies as well as the US Ambassador to Vietnam.

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In Vietnam, the motorcycle is the primary mode of transportation to work, school and during leisure time. An average of 38 young adults and children are killed every day on Vietnam's roads after sustaining serious head trauma due to motorcycle accidents.

In response to the rising number of traffic fatalities during the country's economic development, American Greig Craft set up AIPF in 1999 as a US public charity to raise awareness of the social, economic and human impact of traffic accidents in Vietnam and other developing countries. AIPF's *Helmets for Kids* program combines businesses, non-profit organizations and government in taking direct action by providing school children with helmets and traffic safety education. "To date, the *Helmets for Kids* program has facilitated the donation of over 300,000 helmets to school children in Vietnam, Thailand, Laos and Cambodia, and saved over 200 children's lives" says Greig Craft, President and Founder of AIPF.

The helmets distributed to Dich Vong A Primary School were donated by Protec (AIPF's non-profit helmet manufacturer), Kids Without Borders, and Rotary International. "AIPF and Mr. Greig Craft can count on my continue support to the *Helmets for Kids*, a program with the primary goal to protect children - the future of Viet Nam" says Son Michael Pham, Founder of Kids Without Borders.

Worldwide, road traffic crashes kill more than 1.2 million people and seriously injure or disable as many as 50 million every year. More than 85% of these casualties (and 96% of child death) occur in low and middle income countries. These injuries are a hidden global epidemic affecting millions of human lives and costing billions of

dollars in economic costs every year. They are a particular burden on the poorest people and countries.

About Asia Injury Prevention Foundation (AIPF)/Protec: AIPF is a US non-profit organization whose goal is to reduce injuries from road crashes, particularly involving children. The Foundation has implemented a national primary school education curriculum and road safety public awareness campaigns. Its *Helmets for Kids* program has distributed more than 300,000 child helmets to primary schools throughout Vietnam, Thailand, Laos and Cambodia. The program is now being expanded into Africa. AIPF's not-for-profit **Protec Helmet Company** has developed the world's first 'tropical' helmet and child motorbike helmet standards. The physically disabled are employed to assemble the helmets at the AIPF factory, creating a valuable social model. All profits are put back into the community.

For more information, please contact:

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