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## SOFITEL BANGKOK SILOM DONATES HELMETS TO THAI STUDENTS

Bangkok, 24 November 2010- Sofitel Bangkok Silom donated 175 helmets to primary school students at Wat Kaewjamfah School in Bangrak District as part of the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program. Diversey Hygiene (Thailand) Co., Ltd. additionally donated a year's supply of hand sanitizer and soap dispensers to the school to promote hygiene.



"Sofitel Bangkok Silom strives for the well-being of man and respects the environment," said Christian Schelegel, Hotel Manager of Sofitel Bangkok Silom. "We will improve the perception of our service around common ambition: to leave our children a more beautiful place."

"We are extremely pleased to partner Sofitel Silom in supporting community outreach in Thailand. This is part of our Global Children's Initiative to help children around the world and our Thailand team has been actively organizing activities to support the local community and children. By involving our customers and business partners, and vice-versa, we are able to make a stronger difference to the lives of children in Thailand," said Stefan Phang, Regional Director for Environment, Health & Safety, Greater Asia Pacific Region, Diversey.

Road safety Goodwill Ambassador Dom Hetrakul attended the school's donation ceremony along with representatives from Sofitel Bangkok Silom, Diversey Hygiene (Thailand) Co., Ltd. AIP Foundation, and the local government.

"We work so hard to keep our children healthy and safe, but then we send them to school without helmets," said Hetrakul. "How can you tell your child that you love them when you put them on a motorcycle without a helmet?"



*Helmets for Kids* is AIP Foundation's signature school-based program that combines helmet donation with road safety education for students, parents, and teachers. Since its inception in 2000, *Helmets for Kids* has donated over 500,000 helmets to students at 140 schools in 7 countries.

"We see helmets as a 'vaccine' against the epidemic of road traffic crashes," said Mirjam Sidik, Executive Director of AIP Foundation. "Our goal is to create a generation of safe, smart road users."

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#### ***About AIP Foundation***

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, launched the Global Helmet Vaccine Initiative, an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).’” For more information about the AIP Foundation, please visit [www.asiainjury.org](http://www.asiainjury.org).

#### ***About Sofitel Bangkok Silom***

Sofitel Bangkok Silom, the luxury 5-star hotel located in the heart of Bangkok’s vibrant business centre and entertainment venues, with an easy access to the city’s subway and skytrain networks. Sofitel’s 38-storey landmark comprises 469 luxury guest rooms, all elegantly furnished with modern Thai décor style and the exclusive Sofitel’s signature ‘MyBed’, an exclusive divan mattress with an eiderdown top, with the luxurious finishing touches of Hermès and L’Occitane amenities.

The hotel’s perfect dining outlets offering a fulfill Mediterranean buffet at Mistral, the spectacular panoramic views of Bangkok with superb Cantonese cuisine at Shanghai 38 and the finest selection of international wines with a must-try New World Cuisine at V9 Wine Bar & Restaurant and the tempting Lenôtre.

Sofitel Bangkok Silom is delighted to be part of this project to support the Helmet for Kids program, as Sofitel / ACCOR greatly values social awareness and responsibility. As our support to the AIP Foundation since 2008, we hosted the event in our various restaurants and function areas, starting with a press conference at the highly acclaimed Chinese restaurant, “Shanghai 38”. Guest of honor for the event was Ms. Michelle Yeoh, Award-nominated actress and dancer, who was also the spokesperson for the foundation, alongside with Mr. Greig Craft, Founder and President of AIP Foundation and Dr. Tawachai, Vice-President of AIP Foundation.

This year, Sofitel Bangkok Silom has prepared 175 helmets to donate to primary school students at Wat Kaewjamfah School as part of the Asia Injury Prevention (AIP) Foundation’s *Helmets for Kids* program. We strongly believe that AIP Foundation will lead to a safer path for the youth in Thailand, Cambodia and Vietnam and we will continue supporting this project to implement a massive road safety behavior change and public education campaign to kids in Thailand.

#### ***About Diversey Hygiene (Thailand) Co., Ltd.***

Diversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions serving more than 175 countries. Sustainability is embodied in the company's purpose to protect lives, preserve the earth and transform the industry. Part of Diversey's focus is to enrich the communities in which it operates, and this is brought to life through its anchor social responsibility program called the Global Children's Initiative (GCI). In its seventh year, GCI is powered by employee volunteerism to help children in need all

around the world. Besides supporting the Helmet for Kids Program in Asia, Diversey conducts its Clean Hands Program in schools where staff and children learn the proper hand-washing techniques.