

News monitored for: Royal Enfield

### Royal Enfield kickstarts helmet initiative

Cult motorcycle brand Royal Enfield has partnered with Helmets For India, a not-for-profit creative initiative, to promote the use of helmets. Conceived in 2018, Helmets For India was started by Niels-Peter Jensen, a German filmmaker and former world champion mountain bike racer who, on his first visit to India, was profoundly affected by a road accident involving a young two-wheeler rider. Helmets For India has since used self-expression and



art to unite the global motorcycle community and raise awareness about the need to wear a helmet. To kickstart the collaboration,

world-renowned artists will create unique and evocative expressions on helmets, which will then be auctioned to raise funds for the cause of helmet safety. More than 25 global artists including Jet Bailey, Ron Miller, Sankar Sawant and Francesco Colombo's helmet graffiti designs will be unveiled across Royal Enfield's social media channels as well as the Helmets For India website. The final artworks will join the 30 previously created for Helmets For India last year, in an exhibition and auction in India later this year. The proceeds will be donated to an Indian NGO that rehabilitates children who have suffered serious head injuries in road traffic accidents.