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CIDI Announces 2008 PSAid Contest Winners

Student Filmmakers & Graphic Designers From Across the Country Win Part of \$30,000 in Cash Prizes

ARLINGTON, VA (April 21, 2008) – In this year’s PSAid contest, students across the country helped spread the word about the best way to help international disaster victims – and six student groups are taking home their part of \$30,000 in cash for their creative efforts.

The Center for International Disaster Information (CIDI) announced today the winners of the 2008 **PSAid: Public Service Announcements for International Disasters** contest. The competition asked student filmmakers and graphic designers to create broadcast and print PSAs demonstrating the importance of monetary donations rather than in-kind donations in response to international disasters.

The 2008 PSAid winners are:

Broadcast

- First place: “Empty” by Paul Seetachitt of Florida State University
- Second place: “In Dire Need” by Colin Levy and Roque Smith-Nonini of Savannah College of Art and Design
- Third place: “Cash Will” by Jonathan Shepard of University of Michigan

Print

- First place: “Donation Facts” by Joseph Clay of Arizona State University
- Second place: “The Little Girl” by Giordany Orellana of University of Southern California
- Third place: “The Can Kick” by Tanner Woodman of Savannah College of Art and Design

Last week, five semifinalists in each category competed for public votes on the PSAid.org Web site. The semifinalists were selected from the many entries received from students at colleges and universities nationwide. Final winners were chosen based on the public vote and the scores of an esteemed panel of judges which included John Stanmeyer of *National Geographic Magazine* and Joanna Coles of *Marie Claire*.

“Our winners have done an excellent job of showcasing the ‘Cash Is Best’ message,” said Suzanne Brooks, director of the CIDI. “The level of creativity and originality was fantastic and this year’s addition of a print category brought the competition to a whole new level.”

The winning PSAs will be used to educate the public about appropriate donation response during international disasters. It is widely recognized that cash donations are the most efficient and effective means of response to international disasters, a policy supported by the CIDI’s funding partner, the United States Agency for International Development (USAID), and the Center’s many allies in the international disaster response community. Cash donations are efficient and effective compared to donated goods which can often be environmentally, culturally, or socially inappropriate for a disaster area.

Winners are awarded cash prizes worth \$30,000. For broadcast entrants, the first place winner receives a \$12,000 cash prize from the CIDI and may have his or her PSA distributed nationally to major television networks and cable channels. The second and third place winners will receive \$5,000 and \$3,000 cash prizes, respectively. For print entrants, the first place winner will receive \$6,000 cash prize from the CIDI and may have his or her PSA distributed nationally to newspapers and magazines. The second and third place winners will receive \$3,000 and \$1,000 cash prizes, respectively.

The winners, and all entries, can be viewed on the contest Web site at www.psaid.org.

About CIDI

The CIDI is based in Arlington, VA, and was created in 1988. This CIDI activity is made possible by the generous support of the American people through the United States Agency for International Development. The CIDI provides individuals, groups, embassies and corporations with information and guidance in support of international disaster relief efforts. The CIDI helps to promote activities and donations that will do the most good for disaster victims around the world. Visit www.cidi.org for more information.

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