



**For Immediate Release**  
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**CIDI Launches**  
**“PSAid: Public Service Announcements for International Disasters,”**  
**2<sup>nd</sup> Annual Film Contest**

***U.S.-Based College and University Students Have Chance to Win More Than \$20,000 Cash***

**ARLINGTON, VA (January 29, 2007)** – The Center for International Disaster Information (CIDI) today announced its *call for entries* for its second annual public service announcement (PSA) contest, ***PSAid: Public Service Announcements for International Disasters***. This national competition challenges U.S.-based students to create an educational 30-second television PSA that will raise awareness and rally support for correct response to international disaster relief efforts.

“We’re thrilled to announce the launch of PSAid and I encourage all students to enter and take advantage of this unique opportunity to showcase their creative abilities.” said Suzanne Brooks, director of CIDI, who with more than 20 years experience in disaster assistance founded the organization in 1988. “It is our hope that this year’s contest will produce a compelling PSA that tells our story in a fresh and imaginative way, and that will effectively help us educate Americans about why cash is the best form of international disaster relief.”

PSAid asks students enrolled in a US-based college or university, including international students studying at US-based programs, to create a 30 second broadcast television PSA about CIDI to inspire and motivate the general public to support U.S. organized international disaster relief campaigns and encourage them to respond properly by giving cash donations to international disaster relief efforts.

The first-place winner will receive \$12,000 cash, have his or her PSA nationally distributed to major television networks and cable channels, and otherwise earn national attention through contest promotions. The second- and third-place winners will receive \$5,000 and \$3,000 in cash, respectively.

Students are asked to submit their entries digitally at [www.psaaid.org](http://www.psaaid.org). This interactive website not only provides students with helpful production tools such as logos, stock images, common myths and FAQs, but will also allow them to participate in the selection process by blogging about entries, posting submissions to their social network pages such as MySpace and Facebook, and ultimately voting on their top choices.

All entries will first be judged by a panel of professionals who will select five finalists. The five final entries will then be available in mid-April for viewing, voting and downloading on CIDI's web site at [www.psaaid.org](http://www.psaaid.org). The general public will have one week to vote (counting 20 percent towards toward the entries total points). General public votes will be combined with the panel of professionals (80 percent of the total points) and a winner will be announced nationally on or around April 23, 2007.



This year's panel of judges includes:

- Suzanne Brooks, Founder and Director of CIDI
- Tony Stitt, USAID
- Nazik M. Salih, USAID
- Joseph A. Fredericks, USAID
- Ben Mankiewicz, Host of *Turner Classic Movies*
- Professor Chris Palmer, Emmy-award winning film producer
- Evan McNary, 2006 Contest Winner

Each year, thousands of people across the globe are affected by international disasters. In the past two years alone, the world has witnessed the great tsunami in Asia, earthquakes in Pakistan and Indonesia, mudslides in the Philippines, toxic dumping in Cote D'Ivoire, increased violence in the Middle East, and devastating hurricanes throughout the Caribbean, all claiming thousands of lives and forcing millions to flee their homes.

“As we face more impending disasters, what better way to help those around the world and educate the public about how best to help than enlisting our nation's youth?” asked Brooks.

For a complete set of contest rules and regulations, as well as other contest information or to submit a PSA, please visit [www.psaaid.org](http://www.psaaid.org).

*CIDI is based in Arlington, VA, and was created in 1988. CIDI provides individuals, groups, embassies and corporations with information and guidance in support of appropriate international disaster relief efforts. The organization works with a variety of partners to channel the public's energy and desire to help to achieve maximum impact. By reaching out to the American public and the private sector, CIDI helps to promote activities and donations that will do the most good for disaster victims around the world.*

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