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## **Saving Lives is Focus of 11th Annual International Disaster PSA Competition Winners**

**WASHINGTON, DC (April 28, 2016)** – In light of the earthquakes in Japan and Ecuador and an impending Atlantic hurricane season, the U.S. Agency for International Development Center for International Disaster Information (USAID CIDI) is especially pleased to announce the winners of the **2016 PSAid: Public Service Announcements for International Disasters** competition.

In its 11th year, PSAid has generated hundreds of broadcast and print Public Service Announcements (PSAs) encouraging donors to practice “Smart Compassion” in support of international disaster relief. A core tenet of “Smart Compassion” is that monetary donations to relief organizations serve disaster survivors with greater speed and sensitivity than do unsolicited material donations. The 2016 PSAid competition attracted creative entries from students at leading colleges and universities nationwide who focused on conveying this important giving principle.

The 2016 PSAid winners are:

### ***Broadcast***

- First place: “Donate Smart” by Michelle Gonzalez, Arizona State University
- Second place: “Cash is Fast” by Noah Andersen, Arizona State University
- Third place: “Transformable Money” by Sara Suzuki, Arizona State University

### ***Print***

- First place: “Flexibility Matters” by Lauren Rasch, Loyola University Chicago
- Second place: “Helping Hand” by Richard “Ben” Keswani, Arizona State University
- Third place: “Don’t Just Donate” by Albania Perez, Fashion Institute of Technology- NYC

“For the past decade, PSAid competition winners have increased awareness that monetary donations to relief organizations provide the greatest help to survivors,” said USAID CIDI Director Juanita M. Rilling. “The winners of this year’s competition have done a masterful job of illustrating that ‘Cash is Best.’”

Student entries were judged by a panel of distinguished experts from the disaster relief and communications fields. Panelists were **Beth Balsam** of Hill and Knowlton Strategies; **Regine Webster** of Center for Disaster Philanthropy; **Sheryl Johnson- Ross** of Howard University; **Lori J. Bertman** of Pennington Foundation; and **Juanita Rilling** of USAID Center for International Disaster Information.

The winning PSAs will be distributed through broadcast and print outlets nationwide. All entries from this year and years prior may be viewed on the PSAid competition [www.PSAid.org](http://www.PSAid.org).

## **About USAID CIDI**

USAID CIDI was created in 1988 by the United States Agency for International Development Office of U.S. Foreign Disaster Assistance to educate Americans about the best ways to help people affected by disasters overseas. USAID CIDI provides individuals, groups, embassies, businesses and corporations with information and guidance in support of maximally beneficial public support of international disaster relief efforts. The organization works with other donations management stakeholders, and promotes activities and donations to channel the public's energy and generosity in ways most helpful to beneficiaries. For more information about USAID CIDI and helping international disaster survivors, please visit [www.cidi.org](http://www.cidi.org).

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