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**\*\*\* CALL FOR ENTRIES \*\*\***

## **After Year of Earthquakes and Floods, University Students Enter PSA Contest for Center for International Disaster Information**

From devastating earthquakes and tsunamis to disastrous floods and volcanic eruptions, natural disasters spanned the globe in 2010, transcended boundaries, and claimed victims of all ages. International disaster victims captured our attention and spurred our generosity of spirit. Americans clamored to help, but many did not know even where to begin. That is why the Center for International Disaster Information (CIDI) is calling on U.S. students to create an educational public service announcement (PSA) that will raise the level of awareness of and rally support for international disaster relief efforts.

In the coming months, U.S.-based college and university students will begin to submit original print and radio entries for the 2011 CIDI competition, **PSAid: Public Service Announcements for International Disasters**, to exhibit their creativity and talent on a national scale and earn a stake in a \$10,500 cash prize.

The winning PSAs will highlight the importance of appropriate international disaster relief, and effectively convey the critical need for cash donations. The first-place winner in each of the print and radio categories will receive \$3,000 in cash and the chance for his or her PSA to be distributed nationally. The second place winners in both categories will each receive \$1,500 in cash; the third place winners will receive \$750. In addition to the cash prizes, students will benefit greatly from this career-enhancing experience, but more importantly, they will benefit from the ability to support the actual needs of international disaster victims.

### **Some important rules and guidelines of the 2011 PSAid Competition are:**

- Official rules and guidelines, as well as student resources, can be found on the contest website at [www.psaaid.org](http://www.psaaid.org).
- The competition is open to all college students who are U.S. citizens, more than 18 years of age, and are enrolled in a part- or full-time college program.
- All entries will first be judged by a panel of professionals who will select five finalists. Judges will include leaders from the U.S. Agency for International Development and media professionals.
- The five final entries will be voted on by the public, and the winner will be announced at the end of the week.
- The deadline for entries is March 28, 2011.

### **Center for International Disaster Information**

CIDI is based in Washington, D.C., and was created in 1988 under a grant from the United States Agency for International Development (USAID) Office of Foreign Disaster Assistance. CIDI provides individuals, groups, embassies and corporations with information and guidance in support of appropriate international disaster relief efforts. For more information please visit [www.cidi.org](http://www.cidi.org).