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**CIDI Announces 2009 PSAid Winners**  
*Student Filmmakers & Graphic Designers From Across the Country  
Win Part of \$30,000 in Cash Prizes in Growing Competition*

**ARLINGTON, VA (April 21, 2009)** – The Center for International Disaster Information (CIDI) announced today the winners of the 2009 **PSAid: Public Service Announcements for International Disasters** competition. The competition asked student filmmakers and graphic designers to create broadcast and print public service announcements (PSA) demonstrating the importance of monetary donations rather than in-kind donations in response to international disasters. In its 4<sup>th</sup> year, PSAid attracted more students than ever before from universities nationwide.

“This year we saw our largest and most talented pool of entries,” said Suzanne H. Brooks, director of the CIDI. “The students creatively depicted the needs of international disaster victims - which is even more poignant given the recent earthquake in Italy and current disaster situations in South America.”

**The 2009 PSAid winners are:**

*Broadcast*

- First place: “Heart” by Ellen Yu, Sara Quach, Anna Cruze and Eleanor Michalka of California Institute of the Arts
- Second place: “Cans Can’t, Cash Can” by Tanner Woodford of Arizona State University
- Third place: “Always Best” by Giordany Orellana of University of Southern California

*Print*

- First place: “Cans Can’t, Cash Can” by Tanner Woodford of Arizona State University
- Second place: “Elements” by Eleanor Michalka of California Institute of the Arts
- Tie for third place: “Chance” by Cassandra Chowdury of University of Southern California and “Keep This In Mind Before Donating In-Kind” by Kim Inoshita, Francisco Polanco and Lauren Zickl of Arizona State University

Last week, five semifinalists in each category competed for public votes online. The semifinalists were selected from approximately 50 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 representatives from CIDI, the United States Agency for International Development, GlobalGiving Foundation, and last year’s student winners in both the broadcast and print categories.

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 throughout 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. Cash donations enable responding agencies to provide immediate relief to victims' most urgent needs following a disaster.

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](http://www.psaid.org).

### **About CIDI**

CIDI is based in Arlington, Virginia, and was created in 1988. The Center is funded by the United States Agency for International Development's Office of Foreign Disaster Assistance. 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. For more information about CIDI and helping international victims, please visit [www.cidi.org](http://www.cidi.org).

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