



**For Immediate Release**

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**CIDI Announces Six Winners in 8<sup>th</sup> Annual PSAid Competition**  
***Contestants express need for Smart Compassion***

**WASHINGTON, DC (April 29, 2013)** –The United States Agency for International Disaster’s (USAID) Center for International Disaster Information (CIDI) today announced the winners of the 2013 **PSAid: Public Service Announcements for International Disasters** competition. The annual contest invites the public to create broadcast and print public service announcements (PSAs) that demonstrate the importance of practicing Smart Compassion in response to international disasters. In its 8<sup>th</sup> year, the PSAid competition attracted entries from students in leading programs nationwide.

“This year’s contestants met the challenge with clever and compelling entries,” said Juanita M. Rilling, Director of USAID CIDI. “The winners clearly illustrate the difference between honorable intentions and real-world outcomes of different types of donations in support of disaster relief.”

**The 2013 PSAid winners are:**

*Broadcast*

- First place: “Make it Count” by Esther Kim, Arizona State University
- Second place: “Give Smart” by Stephen Lambert, Peter Lee, Rachel Correra and Angela Balzano, University of Rhode Island
- Third place: “What Can 1 Dollar Buy Around the World” by Shane Wagner, Temple University

*Print*

- First place: “Give a Well, Not a Bottle” by Nicole Davis, Arizona State University
- Second place: “Donate Sensibly” by Tuan Tran, Arizona State University
- Third place: “Don’t Get Lost in the Clouds” by Dan Dolben, Sylvester Nyeswa, and Stephen Gillissie, University of Rhode Island

Last week, the entries were reviewed by a panel of distinguished judges from the philanthropic, disaster relief and communications fields, including Adrienne Ziluca of the AdCouncil, Bob Mondello of National Public Radio (NPR), Meghan O’Hara of the Red Cross, Todd Horne of the United States Agency for International Development’s Office of Foreign Disaster Assistance (USAID/OFDA), Frank Mankiewicz of Hill + Knowlton Strategies, and Tiffany Middleton of Auburn University who was last year’s first place print winner. The judges’ top votes were tallied from entries received from students at colleges and universities nationwide and from American citizens over the age of 18.

The winning PSAs will be used to inform the public about the best donations in support of international disaster response and humanitarian crises. The supremacy of monetary donations

to relief organizations working directly with affected populations is widely known. Less understood is that these donations can be used immediately to purchase critically needed relief supplies, and later to rebuild homes, schools, hospitals and critical infrastructure. Few material donations deliver these powerful, lasting impacts to beneficiaries with equivalent speed and efficiency, or are as culturally and environmentally benign.

Winners may have his or her PSA distributed nationally. The winners, and all entries, can be viewed on the competition website at [www.psaid.org](http://www.psaid.org).

#### **About USAID CIDI**

USAID CIDI is based in Washington, DC and was created in 1988 by the United States Agency for International Development's Office of U.S. Foreign Disaster Assistance (USAID/OFDA) to educate Americans about the best ways to help people affected by disasters overseas. 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 a variety of partners, and promotes activities and donations to channel the public's energy and generosity in ways most helpful to beneficiaries. For more information about CIDI and helping international disaster victims, please visit [www.cidi.org](http://www.cidi.org).

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