



**For Immediate Release**

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**CIDI Announces Six Winners in 9<sup>th</sup> Annual PSAid Competition**  
*Contestants express need for Smart Compassion*

**WASHINGTON, DC (April 30, 2014)** –The United States Agency for International Development’s Center for International Disaster Information (USAID CIDI) today announced the winners of the 2014 **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 9<sup>th</sup> year, the PSAid competition attracted 122 entries from students in leading programs nationwide.

“This year’s contest attracted a high number of beautifully rendered PSAs. The winners showed an especially keen understanding of impacts to survivors of different types of donations in support of disaster relief,” according to Juanita M. Rilling, Director of USAID CIDI.

**The 2014 PSAid winners are:**

*Broadcast*

- First place: “Change Your Cash Into Change” by Joseph Raiton, Arizona State University
- Second place: “Cash is Best” by Minhua (Iris) Zhu, Arizona State University
- Third place: “Donate Smart. Donate Cash” by Steph Williams, Arizona State University

*Print*

- First place: “Hourglass” by Leah Duffney, Mount Ida College
- Second place: “Cash is Caring” by Samantha Chang, Maryland Institute College of Art
- Third place: “Smart Compassion Fits in your Pocket” by Lizelle Galaz, Arizona State University

The entries went through two rounds of voting, ultimately by a panel of distinguished judges from the philanthropic, disaster relief and communications fields, including **Megan Sigesmund of the AdCouncil, Regine Webster of the Center for Disaster Philanthropy, Lauri Rhinehart of the American Red Cross, Cindy Hallberlin of Good360, and Frank Mankiewicz of Hill + Knowlton Strategies**. 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 their PSAs 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 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 CIDI and helping international disaster survivors, please visit [www.cidi.org](http://www.cidi.org).

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