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Saving Lives is Focus of 10th Annual International Disaster PSA Competition Winners

WASHINGTON, DC (April 30, 2015) – As the Atlantic Hurricane season draws near, winners of the **2015 PSAid: Public Service Announcements for International Disasters** competition have been announced by the U.S. Agency for International Development Center for International Disaster Information ([USAID CIDI](#)). In its 10th year, **PSAid** has generated hundreds of broadcast and print Public Service Announcements (PSAs) about practicing “*Smart Compassion*” in support of international disaster relief.

A core tenet of Smart Compassion is that monetary donations to relief organizations do more good for disaster survivors with greater speed and sensitivity than do unsolicited material donations. The 2015 PSAid competition attracted imaginative entries about this important giving principle from students in leading college and university programs nationwide.

The 2015 PSAid winners are:

Broadcast

- First place: “Donation Machine” by Katherine McNamara, Arizona State University
- Second place: “Canned” by Tyler Meacham, Elon University
- Third place: “Myth vs. Fact” by Victoria Howell, Arizona State University

Print

- First place: “Symbols of Relief” by Dillon Johnson, Arizona State University
- Second place: “Send Love” by Lucy Gamades, Sydney Brodo, Jonah Boscov-Brown, Boston University
- Third place: “Make the Biggest Impact” by Stephanie McNicol, Arizona State University

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

A panel of distinguished experts from the disaster relief and communications fields judged the student entries. Panelists were **Julia Blumenstyk of the Ad Council; Mark McKinnon of Hill + Knowlton Strategies; Josh Reynolds of Hill + Knowlton Strategies, Kelly Askew of USAID’s Office of U.S. Foreign Disaster Assistance, and Joey Raiton, 2014 PSAid 1st Place Winner - Video.**

The winning PSAs will be distributed through broadcast and cable outlets nationwide. All entries from this year and from prior years may be viewed on the [PSAid](#) competition website.

About USAID CIDI

USAID CIDI was created in 1988 by the United States Agency for International Development 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 [USAID CIDI](#).

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