



CIDI Kicks Off 7th Annual PSAid Contest: Public Service Announcements for International Disasters

2012 Competition Open to Larger Pool of Contestants

Washington, D.C. (December 1, 2011) – The Center for International Disaster Information (CIDI) has launched its 7th annual public service announcement contest, **PSAid**, with an official call for entries from across the US. This year's competition brings exciting changes, namely a wider pool of eligible contestants and the return of the video category. Contestants are asked to create an educational 30-second print or video PSA that encourages *Smart Compassion* by informing the public that the *smart* way to help people affected by emergencies overseas is through monetary donations to proven relief organizations.

PSAid is now open to all legal residents 18 years and older thereby greatly increasing the level of competition and talent. In addition, entrants are invited to participate in both categories and may submit as many PSAs as they desire – another new initiative to better showcase participating talent. The contest reaches out to filmmakers, photographers, journalists, graphic designers, artists and more and provides them with the unique opportunity to educate Americans on how to efficiently and effectively assist the globe's disaster victims. Although this year's contest does not include cash prizes, entrants are provided valuable experience in a creative, competitive, public platform with a possibility of delivering critical messaging nationwide. Previous PSAid winners had their PSA entries aired nationwide on television and cable programs reaching hundreds of millions of viewers.

Three final winners in each category will be chosen by a panel of judges. Winners from both categories have the chance to have his or her PSA nationally distributed to major television networks, cable channels and magazine and newspaper outlets, as well as the chance to receive national attention through contest promotions. Entries will be judged on overall impact, originality, memorable content, delivery, and clear and concise messages.

Participants are asked to submit their entries at www.psaaid.org by **April 30, 2012**. Winners will be announced nationally on or about May 15, 2012.

For a complete set of contest rules and regulations, as well as other contest information or to submit a PSA, please visit www.psaaid.org. Participants are also encouraged to visit the official PSAid Facebook page for contest updates.

CIDI is based in Washington, D.C. Since its inception in 1988, the organization has worked with a variety of partners to channel the public's energy and desire to help to achieve maximum impact. CIDI assists embassies, corporations, individuals, groups, and diasporas by

promoting activities and donations that will do the most good for international disaster survivors.