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CIDI Announces Six Winners in 7th Annual PSAid Competition
Contestants express need for Smart Compassion

WASHINGTON, DC (May 15, 2012) – The Center for International Disaster Information (CIDI) today announced the winners of the 2012 **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 7th year, the PSAid competition attracted entries from students in leading programs nationwide.

“This year’s contestants met the challenge with compelling and clever entries,” said Juanita M. Rilling, Director of CIDI. “Explaining to the public what Smart Compassion involves can be a challenge, but the winners clearly articulate the difference between good intentions and maximizing public generosity to help people affected by disasters.”

The 2012 PSAid winners are:

Broadcast

- First place: “What can your donation become?” by Danielle Crocket, Pratt Institute
- Second place: “Media Barrage” by Jared Bell, Pratt Institute
- Third place: “Why Cash” by Chris Chymiy, American University and Ashley McArthur, Georgetown University

Print

- First place: “Give a little Hope” by Tiffany Middleton, Auburn University
- Second place: “Dollar Bill” by Ryan Pincince, Richard Kalhofer, Kelsey Finegan and Jill-Ann Hewins, University of Rhode Island
- Third place: “Water Bottle” Ryan Pincince, Richard Kalhofer, Kelsey Finegan and Jill-Ann Hewins, University of Rhode Island

Last week, the entries were reviewed by a panel of esteemed judges from the philanthropic, disaster relief and communications fields, including Megan Sigismund of the Ad Council, Bob Mondello of National Public Radio, Meghan O’Hara of the Red Cross, Todd Horne of the United States Agency for International Development’s Office of Foreign Disaster Assistance, 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 educate 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.

About CIDI

CIDI is based in Washington, DC and was created in 1988 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. The Center is funded by the United States Agency for International Development's Office of Foreign Disaster Assistance. For more information about CIDI and helping international disaster victims, please visit www.cidi.org.

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