

# PADF Launches Awareness Campaign for Haiti

*PSAs by Jimmy Jean-Louis, Rainn Wilson encourage donations*

**Washington, D.C., January 22, 2010** – A media campaign featuring prominent actors has been launched to encourage a new round of donations to Haiti’s earthquake relief, the nonprofit Pan American Development Foundation announced. [www.PanAmericanRelief.org](http://www.PanAmericanRelief.org)

“Having just spent five intense days in the relief effort in Port-au-Prince, I can say that the situation on the ground is dire,” says Jimmy Jean-Louis, the actor who plays the “Haitian” in NBC’s Heroes. “More help is still needed. Haiti is counting on your support.”

Donations are encouraged by calling toll-free **(877) 572-4484**, visiting [www.PanAmericanRelief.org](http://www.PanAmericanRelief.org). Text **H E A L** to 50555 to donate \$5. One-hundred percent of donations go to Haiti earthquake relief efforts.

Jimmy Jean-Louis, who is also president of the nonprofit Hollywood Unites for Haiti (HUFH), is featured in a 30-second TV public service announcement, online banners and in display advertisements. They may be seen on [www.PanAmericanRelief.org](http://www.PanAmericanRelief.org)

Rainn Wilson, the actor who plays “Dwight” in NBC’s the Office, recorded a 60-second radio public service announcement and online banners. They may be heard on [www.PanAmericanRelief.org](http://www.PanAmericanRelief.org)

John Sanbrailo, PADF’s Executive Director, thanked the actors for their support.

“PADF’s disaster relief responsibilities are tremendous and are larger than the donations it has received so far. It is urgent that individuals and companies continue to contribute to our relief effort,” Sanbrailo says.

The creative was developed by Interlex, a social marketing agency in San Antonio, Texas, which has worked with PADF for more than a year. Interlex donated its creative services to the campaign. Spanish-language promotions are in development.

PADF – which is collaborating with the Organization of American States (OAS), HUFH and other groups – has worked in the country for nearly 30 years on economic development, protecting human rights and responding to natural disasters.

## **About HUFH**

Hollywood Unites For Haiti is a non-profit charitable aid organization based in Los Angeles that puts 100 percent of its donations directly into the cause of helping Haitian citizens and raising global awareness of ways in which people can help.

[www.hufh.org](http://www.hufh.org) and [www.HaitianHero.com](http://www.HaitianHero.com)

## **About the OAS**

The Organization of American States (OAS) is the world's oldest regional organization, dating back to the First International Conference of American States, which was held in Washington, D.C. from October 1889 to April 1890. Today, it is comprised of 34 countries from Latin America and the Caribbean. [www.oas.org](http://www.oas.org)

## **About PADF**

PADF is a non-profit organization established in 1962 to promote, facilitate, and implement social and economic development in Latin America and the Caribbean. In the past year, it had more than 5.6 million beneficiaries in 18 countries.

PADF is one of the largest non-governmental organizations in Haiti. With nearly three decades of work on the ground, PADF now manages a large portfolio of activities ranging from community-driven development to protecting human rights.

Its headquarters is in Washington, D.C., and has field offices in Haiti, Colombia, the Dominican Republic and elsewhere. [www.padf.org](http://www.padf.org)

### Contact:

Michael J. Zamba

Senior Director of Communications

Pan American Development Foundation

[padf-dc@padf.org](mailto:padf-dc@padf.org)

Tel. (202) 458-3969

Donations: **(877) 572-4484**

[www.PanAmericanRelief.org](http://www.PanAmericanRelief.org)