



## ***PRESS RELEASE***

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Contact: Luis Antonio Ordóñez  
202-458-3902  
aordonez@padf.org

### **PADF TOUTS PRIVATE SECTOR ROLE IN DISASTER MANAGEMENT**

#### ***Publication Launch Event to Spotlight Expert Panel***

**Washington, D.C. (January 14, 2008)**—The Pan American Development Foundation (PADF) will launch their Disaster Management Alliance Project publication, “Profiles of Success: Involving the Private Sector in Disaster Management” with a breakfast event and panel discussion, which will take place on **Wednesday, January 30<sup>th</sup>, 8:45-10:45a.m., in the Rubén Darío Conference Room of the Organization of American States (OAS), 1889 F Street, NW, 8<sup>th</sup> Floor.**

“Profiles of Success: Involving the Private Sector in Disaster Management,” a publication of the Disaster Management Alliance (DMA) Project – an initiative of USAID’s Office of Foreign Disaster Assistance (OFDA) – responds to unfortunate realities such as:

- Half of the top 20 countries that suffer from high human and economic losses due to disasters are in Latin America and the Caribbean.
- 40% of all businesses closed by a disaster never reopen. Another 25% try and fail within a year.
- Every dollar spent on disaster mitigation saves society \$4.
- The estimated losses from disasters in the region occurring between 1975 and 2002 were approximately \$92 billion, or an annual average of around \$3.4 billion.

Case studies of six countries exhibit how private sector support facilitates the improvement of disaster preparation, readiness, and protocol. PADF implemented the DMA Project and coordinated the research and writing of the booklet, whose release marks the closing of the project, and whose content offers a sustainable model for corporate citizenship.

PADF’s example of a sustainable model is their Disaster Management Emergency Response Program (DMERP), launched in 2007 as an initiative to secure advanced funding from corporations, therefore facilitating rapid action and high impact during crises in Latin America and the Caribbean. Chevron Corporation is the founding member of DMERP, and Royal Caribbean Cruises Ltd., General Motors, and AeroPost International Services are key private sector partners.

After opening remarks by John Sanbrailo, PADF’s Executive Director, Oliver Davidson on behalf of the U.S. Chamber of Commerce Business Civic Leadership Center (BCLC) will moderate the panel of experts from development organizations, disaster mitigation agencies, and private sector representatives. Invited panelists include: Christine Herridge, *PADF*; Rob Thayer, *OFDA*; Saroj Kumar Jha, *World Bank*; Isabelle Guerin, *Chevron Corporation*; Cynthia Chavarria, *Rio Garment, Honduras*; and Juan Carlos Hernandez, *American Chamber of Commerce (AmCham), Honduras*.

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During a post-panel Q&A session, specialists on corporate social responsibility, program financing, project partnering, crisis response, and information dissemination will add their expertise to the larger picture of disaster management.

Journalists seeking advanced security clearance to attend this event at the OAS building should contact Luis Antonio Ordóñez, PADF's Director of Communications, at 202-458-6502.

**The Pan American Development Foundation** (PADF) is a 501 (c)(3) non-profit organization established in 1962 through a unique partnership between the Organization of American States and private enterprise to promote, facilitate, and implement social and economic development in Latin America and the Caribbean through innovative partnerships and integrated involvement of the private and public sectors. As the oldest and largest non-profit affiliated with the OAS, PADF serves as its disaster relief arm in response to earthquakes, hurricanes, floods, and other tragic events.

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