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April 22, 2009

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U.S. DEPARTMENT OF STATE AND CSIET LAUNCH NEW PUBLIC SERVICE CAMPAIGN

Multi-media campaign encourages Americans to host high school foreign exchange students

ALEXANDRIA, VA – Working in conjunction with the U.S. Department of State and the youth exchange community, the Council on Standards for International Educational Travel (CSIET) is pleased to announce the launch of a joint public service announcement campaign: “Host Exchange Students.” The campaign features a new website, www.hoststudents.org, and print, radio and web advertisements and was distributed to more than 4,000 media outlets nationwide.

The campaign encourages American families and schools to get involved in citizen diplomacy by opening their communities to foreign exchange students. According to CSIET statistics, about 28,000 high school exchange students come to the United States annually and the majority live with host families.

“When it comes to increasing understanding between different cultures and countries, nothing is as powerful as sharing your daily life with someone from another part of the world,” said Alina Romanowski, Deputy Assistant Secretary for Professional and Cultural Exchanges at the Department of State’s Bureau of Educational and Cultural Affairs. “We are encouraging American families and schools to open their doors to these extraordinary young people from other countries.”

Developed as a one-stop resource, www.hoststudents.org provides information on Department of State-funded exchange programs and other exchange programs, as well as resources for host families and potential exchange students. The print and web advertisements depict an exchange student having breakfast with her host sister under the tagline “Share your pancakes with a kid from Cairo.” The three radio spots focus on making room for a new family member and the enriching experience hosting an exchange student can be for all members of the family.

“Despite our country’s current challenges, American families are continuing to sign up and host over 28,000 foreign exchange students for the coming year. Additionally, schools across the country are becoming increasingly aware of the educational impact of these programs,” said John Hishmeh, executive director of CSIET.

To listen to the radio spots and view the Host Exchange Students campaign, go to www.hoststudents.org.

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About CSIET: The Council on Standards for International Educational Travel (CSIET) is a not-for-profit organization committed to quality international educational travel and exchange for youth at the high school level. The purpose of CSIET is to identify, promote and support reputable international youth exchange programs. For more information, visit www.csiet.org.