



*Projecting Hope & Changing Lives through the Power of Film*

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### **FilmAid International Appoints New Executive Director**

*November 15, 2007 – New York, NY* – FilmAid International, a nonprofit humanitarian aid organization that uses the power of film to educate, entertain and inspire refugees and people uprooted by war or violent conflict, announced today the appointment of its new Executive Director. Mr. Steve Mendelsohn was selected following an extensive and thorough executive search.

"We at FilmAid are overjoyed that Steve Mendelsohn will be taking over the reins as Executive Director," said Caroline Baron, the organization's Founder and Co-Chair. "Steve's extensive experience in the nonprofit, corporate and arts sectors along with his track record of management success will be valued assets leading FilmAid in its global humanitarian mission to aid refugees. He is a man of great vision and deep compassion and I am thrilled to have him as part of our team."

Steve Mendelsohn joins FilmAid International with an extensive background in nonprofit and corporate management. His diversified career portfolio includes work with organizations serving the needs of many different constituencies. Most recently, he served as Executive Director of Project Rebirth, a nonprofit organization whose mission is to document the entire reconstruction of the World Trade Center site through a feature-length documentary film and an installation in the Memorial Museum at Ground Zero.

"I was drawn to FilmAid because of their commitment to empowering and educating refugees all over the world, at a time when these services are needed more than ever," said Mendelsohn.

Before joining FilmAid, Mendelsohn was also the Executive Director of Manhattan Neighborhood Network, the nation's largest nonprofit public access cable television network, where he oversaw all strategic, fiscal, operational and marketing initiatives. Prior to that, he was a General Manager at Razorfish, an Internet design and consulting company, where he developed the Solutions Department and oversaw operations for the New York office. He also worked at

Nurun, a French Canadian Internet consulting firm, where he ran New York operations.

Mendelsohn also worked for a decade with American Express, where he held a variety of marketing positions in the Credit Card, Travel and Financial Services Divisions. He received his MBA from Harvard Business School and a BS in Economics from the Wharton School of the University of Pennsylvania.

He is a resident of Manhattan's Upper West Side and has lived there since 1980.

### **ABOUT FILMAID INTERNATIONAL:**

FilmAid International is a nonprofit 501(c)(3) humanitarian aid organization that uses the power of film to educate, entertain and inspire refugees uprooted by violent conflict throughout the world. Through strategic use of film and video, FilmAid communicates life-saving information to refugee audiences on critical health concerns and issues such as HIV/AIDS and malaria, conflict resolution, sexual and gender based violence, women's rights and repatriation. By creating a cinematic event that crosses cultural, literacy and gender and age barriers, FilmAid is able to reach out to every member of the refugee community, resulting in messaging that has reached over 30,000 refugees in a single night. By conveying educational messages in an entertaining format, FilmAid also aims to engage the minds and imaginations of those who have suffered the effects of war and poverty, stimulating physical well-being and alleviating psychological trauma. Refugees have characterized our programs as "medicine for the mind," "water in the desert" and "food for the soul".

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If you would like more information or to schedule an interview, please call Caroline Avakian at (212) 529-1088 or email at [cavakian@filmmaid.org](mailto:cavakian@filmmaid.org)