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March 3, 2010

## CAPLAN WORKS HAITI RELIEF

Caplan Communications handles the Lambi Fund of Haiti, a non-profit chaired by Marie Marthe Saint Cyr, who will hold a Capitol Hill briefing tomorrow on relief efforts.

She is slated to talk to lawmakers about lessons learned from the earthquake recovery effort and the role that charities play in international crises.

The Lambi Fund is one of a handful of organizations that is focusing relief effort beyond Haiti's capital of Port-au-Prince.

Many of those rural communities have been destroyed, but fail to attract a fraction of the media attention that has been devoted to Port-au-Prince. Compounding the problem is a massive exodus to the countryside, which lacks an infrastructure to serve the needs of displaced people.



Saint Cyr, who lost five family members to the earthquake, leaves for Haiti on March 8. She will provide real-time reports via satellite phone of the rural devastation and the effort to distribute supplies and cash payments for food, cooking oil and medical aid.

Saint Cyr served as New York City's first Haitian deputy commissioner. She also was executive director of Iris House, which offers support for women living with HIV and AIDS.

Aric Caplan heads Caplan Communications, which is in Rockville, MD.

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### Responses:

**Joe Honick, GMA International Ltd (3/04):**

Thanks to whoever is doing anything in the Haiti disaster. However, no one has informed anyone about where all money flowed into, who handled it and where it has gone and is going to help those poor folks. Next lesson to learn is how we can help Haitians avoid further exploitation and move up the economic ladder.