



USAID
FROM THE AMERICAN PEOPLE

ASIA AND THE NEAR EAST

TSUNAMI RECONSTRUCTION

Update – April 6, 2005

Spectacular

Spellbinding

Sensuous

Sri Lanka

There is a magical island that has held a special allure since the dawn of travel. A place where nature's beauty remains abundant and unspoiled. Where ancient sites and mystical monuments dot the landscape. Where gently rolling tea plantations reflect the colonial past that lives on in cool hill-country retreats. Where vast, exotic wildlife parks await. And where ayurveda – the fabled treatment of body, mind and soul – is a living art. There's never been a better time to discover the special beauty of Sri Lanka. Visit us at hall 5.2, stand 112 and receive a special memo. www.BounceBackSriLanka.org

USAID

Sri Lanka
A land like no other

SRI LANKA

USAID supports “Bounce Back” tourism campaign

This week, USAID disbursed \$3.4 million to a new “bounce back” tourism campaign for Sri Lanka. Initially kicked off at a trade show in Berlin, the campaign continues with a multi-media show for tour operators and potential tourists. The campaign covers newspapers, magazines (see ad at left), radio, and TV air time in key European markets. In 2004, a record 500,000 tourists visited Sri Lanka. However, numbers dropped drastically after the tsunami, even in non-coastal areas, compounding its effects.



USAID
FROM THE AMERICAN PEOPLE



Photo: USNS Mercy

INDONESIA

USNS Mercy provides humanitarian assistance off the coast of Nias

On April 5, 2005 the U.S. Navy hospital ship USNS Mercy arrived off the coast of Nias to provide humanitarian assistance to victims of the March 28 earthquake. This response reflects the continued U.S. commitment to humanitarian assistance, regional cooperation and security in the region. Mercy departed its San Diego homeport Jan. 5 as part of Operation Unified Assistance, following the devastating earthquake

and tsunami that struck the region on December 26. Since February 6, the Mercy has treated more than 17,500 patients.

INDIA

USAID funds youth skills training and sports events

Thanks to USAID, youth in tsunami affected areas are participating in newly organized activities ranging from skills training to sports events. The activities are aimed at helping young persons heal from the trauma of the tsunami and include volleyball, chess and musical chairs. Young men in Chinavinampattinam, Pondicherry have organized volleyball teams. USAID staff recently attended the volleyball finals and awarded trophies to the winning team.



Photo: USAID/Nina Minka

FAST FACTS: U.S. ASSISTANCE AS OF APRIL 6, 2005

Total USG Humanitarian and Recovery Assistance Pledged:	\$350,000,000
Total USAID/OFDA Humanitarian Assistance Committed:	\$80,749,325
Total USAID/FFP Humanitarian Assistance Committed:	\$22,466,900
Total USAID/ANE Humanitarian Assistance Committed:	\$5,372,944

For more information on the tsunami and USAID's work, please see "Tsunami Relief" at www.usaid.gov.