



Biography – Robin Winston, Executive Director

Robin Winston became EDAR's Executive Director in January of 2011. As a Los Angeles resident for over thirty years, she is no stranger to the homeless problems in Greater Los Angeles and has been involved in the local nonprofit community for over fourteen years.

Prior to EDAR, Robin worked with DoSomething.org as the Los Angeles Director where she oversaw expansion of the New York based teen social-action organization, and before that spent seven years as a senior associate at an LA based event coordination firm that specialized in events in the non-profit sector. There, Robin spearheaded dozens of successful events for organizations such as the U.S. Fund for UNICEF, MOCA, Boys & Girls Clubs of America, Children's Hospital Los Angeles, HRC, Sun Valley Writers' Conference, Women in Film, Heal the Bay and First Star.

Robin remains an active volunteer for many of the nonprofit organizations she worked with previously. Prior to working in the nonprofit field, she worked in the entertainment industry.



Biography – Peter Samuelson, Founder and President

Peter Samuelson has three decades of experience running large media organizations across the media landscape and has produced and managed content teams in every major vertical: film, television, web, mobile, videogames and print. Peter is President of Splashlife.com, a membership organization where young people thrive personally while building together a more compassionate and sustainable future. He has produced two dozen motion pictures over 25 years, including "Revenge of the Nerds", "Arlington Road" and the Academy Award nominated "Tom & Viv". Peter served as Chairman of the Executive Committee of Panavision Inc. and was Executive Chairman of the North American division as well as a Main Board Director of Samuelson Group PLC and its wholly-owned operating subsidiaries AVHQ, VDI and SCPI. Peter is a graduate of the Anderson School of Business at UCLA and also has a Masters Degree from Cambridge University, England.

In 1982, Peter founded the Starlight Children's Foundation—an international charity that provides psycho-social services to 2.4 million seriously ill children annually in five countries on a \$65 million budget. Peter also founded, with Steven Spielberg and General Norman Schwarzkopf, the Starbright Foundation—a charity dedicated to developing media and technology-based programs to educate and empower sick children. On June 5th, 1995, Peter Samuelson and Steven Spielberg launched the world's first fully-interactive social network, Starbright World, delivering video, sound, text and avatar - based communication to hospitalized children. Starbright World still serves children 24 hours per day.

In 1999, Peter founded First Star, a separate national 501(c) (3) charity headquartered in Washington, D.C. that works to improve the public health, safety, and family life of America's abused and neglected children.

In 2007, Peter founded EDAR, (Everyone Deserves A Roof), Inc. to widely distribute the mobile single-user shelter he invented for our urban homeless population. At a sponsorship price point of \$500, 220 EDARs are now deployed. In December 2008, Peter was named An Inspiring Mind by the CNN Television Network for his work with EDAR.

Peter Samuelson has been awarded many honors including a Caring Award in the U.S. Senate. He has lectured on media, entrepreneurship and pro-social subjects at USC, UCLA and Oxford Universities and delivered the Plenary lecture at the 2009 World Conference on Child and Family Maltreatment in San Diego. Peter served on the three person founding Advisory Board of Participant Media, producer of such films as "An Inconvenient Truth", "Syriana" and "The Soloist".

EDAR (Everyone Deserves A Roof), Inc.

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