



Port Receives Top National Communications Awards

Publications, video, special event recognized by 3CMA

October 20, 2006

The Port of Long Beach has received five top awards from the City-County Communications and Marketing Association, the nation's leading public sector communications organization.

Re:Port, the Port's community newsletter, received the special Ray Bancroft award for most outstanding communications newsletter in the nation. The Bancroft is given to the best of the best newsletters among the year's 1st place Savvy Award winning newsletters.

"Through the use of stunning photographs, sharp writing and superior graphics, the Port of Long Beach has created an outstanding communications piece," 3CMA judges wrote in awarding the Bancroft. "The *Re:Port* community newsletter is a superb model for local government communications."

Judges also gave 1st place Savvy Awards to the *Green Port Annual Report*, a publication documenting the Port's environmental achievements, and *Julio's New Ride*, an educational video showing how international trade links countries and cultures. The Green Port Open House, the Port's largest public event of the year, won a Silver Circle Award (second place) in 3CMA's special events category.

The Port received the awards October 12 at the 3CMA national conference in Irving, Texas.

"We were thrilled to be recognized by such a prestigious organization as 3CMA," said Heather Morris, the Port's Communications Director. "3CMA is made up of cities, counties and public agencies of all sizes throughout the nation, so the competition for these honors is very intense."

Re:Port, which earned the Bancroft and Savvy awards, covers Port news, environmental projects and community outreach updates and is distributed quarterly to 140,000 households in the Long Beach area. The *Green Port Annual Report*, published in Spring, 2006, documents the Port's 2005 environmental improvement efforts under the Green Port Policy. *Julio's New Ride*, a 2005 educational video developed with the input of Long Beach-area educators, has been incorporated into the 12th grade economics curriculum throughout the Long Beach Unified School District.

The 2005 Green Port Open House, the event that earned 3CMA's Silver Circle Award, drew more than 2,000 people who saw the Port in action and learned about its landmark environmental programs. The recent 2nd Annual Green Port Open House, on October 7,

2006, was attended by more than double the number of visitors from the previous year, an estimated 4,500 people.

Contact: Art Wong, Port of Long Beach Assistant Director of Communications/Public Information Officer, (562) 590-4123, (562) 619-5665 (cell), or wong@polb.com.