



## News Release

### **Thousands of Visitors Tour the 'Green Port' Record crowds given firsthand look at operations, eco-initiatives**

October 3, 2009

More than 10,000 people filled the colorfully decorated roadway outside the Port of Long Beach administration building on Saturday, October 3, for the fifth annual Green Port Fest '09. It was the largest attendance yet for the popular waterfront street fair.

Visitors enjoyed dozens of interactive exhibits, boat and train tours and other activities that gave the public a behind-the-scenes look at one of the world's busiest seaports and the pioneering environmental programs that will keep it sustainable for future generations.

"The growing turnout each year for Green Port Fest really underscores the importance of the Port's efforts to educate the public about our cargo operations and our environmental initiatives," said Port Executive Director Richard D. Steinke. "This is an opportunity for us to give them a close-up look at what we are doing to improve the environment around them while we support the economy and create jobs."

This year, to promote sustainability, the Port distributed nearly 900 free bus passes to encourage attendees to leave their cars at home. Visitors were also encouraged to come on bicycles. In partnership with LB Cyclists (<http://longbeachcyclists.com/>), the Port offered a free bicycle valet service during the event. More than 160 attendees rode their bicycles. For those who rode, there were guided tours of a proposed waterfront bike path, the port's Harbor Trail.

The event also featured local musicians and an arts and crafts booth for children as part of the Greater Long Beach Arts Lab (GLOBAL), the inaugural citywide celebration of the National Arts and Humanities Month by the Arts Council for Long Beach (<http://www.artslb.org/>) throughout October.

The Port of Long Beach is a pioneer in environmental initiatives and its landmark Green Port Policy, adopted in 2005, is widely recognized as a benchmark in the industry. In its fifth year, Green Port Fest gives attendees a chance to learn more about the Port's environmental programs such as the use of shore power and its Clean Trucks Program.

Such environmental initiatives allow the Port to grow responsibly and create jobs while safeguarding the area's natural resources. The Port is expected to generate more than 15,000 permanent and temporary jobs over the next decade.