



**PORT NOLA**  
THE PORT OF NEW ORLEANS  
**PRESS RELEASE**

**For Immediate Release**

**July 1, 2015**

**Contact: Matt Gresham**  
**(504) 528-3255**  
**greshamm@portno.com**

## **Port of New Orleans Garners Five 2015 AAPA Communications Awards**

**NEW ORLEANS** — The American Association of Port Authorities (AAPA), the unified and recognized voice of seaports in the Americas, recognized the Port of New Orleans today with five communications awards. Winning entrants in AAPA’s 48<sup>th</sup> annual Communications Awards Program will be recognized at a Nov. 4 awards luncheon in conjunction with AAPA’s 104<sup>th</sup> Annual Convention and Expo in Miami, which runs Nov. 2-4.

“When port authorities communicate strategically with their many audiences, including their communities, business leaders and policymakers, they’re better able to show their tremendous value as drivers of economic development, environmental enhancement and job creation,” said Kurt Nagle, AAPA’s president and CEO. “This competition helps our member ports by rewarding effective communications and highlighting best practices and lessons learned.”

The 2015 AAPA Communications Awards Program utilized 46 professional public relations practitioners from the Washington, D.C. area who cumulatively spent about 180 hours over a period of two-and-a-half weeks judging the 15 classifications of entries, ranging from advertisements and periodicals to videos and websites.

**-More-**



“The Board of Commissioners is proud to be recognized for our communications efforts within the community and within the industry as a whole,” said Gary LaGrange, Port President and CEO. “In the coming years our goal is to enhance our presence within our jurisdiction, the State of Louisiana and all of the regions the Port services on a daily basis. I applaud our communications team for their hard work and dedication.”

**The Port’s winning entries included:**

Award of Excellence – Periodicals: [Port Record Magazine](#) – The Official Magazine of the Port of New Orleans.

Award of Excellence – Special Events: [Port of New Orleans Maritime Workforce Summit](#).

Award of Distinction – Special Events: Port of New Orleans French Quarter Fest Booth.

Award of Merit – Advertisements: “Our Connections Run Deep” Ad Campaign.

Award of Merit – Directories: [The Official Directory of the Port of New Orleans](#).

*The Port of New Orleans is a deep-draft multipurpose port at the center of the world’s busiest port system — Louisiana’s Lower Mississippi River. Connected to major inland markets and Canada via 14,500 miles of waterways, six class-1 railroads and the interstate highway system, the Port is the ideal gateway for steel, project cargo, containers, coffee, natural rubber, chemicals, forest products, manufactured goods and cruising. An extensive network of ocean carrier services, along with added-value services like transloading of bulk into containers, make the Port of New Orleans the superior logistics solution for many types of cargo. To stay ahead of market demand, the Port has invested more than \$100 million in capital improvement projects since 2012 and has a Master Plan to expand the Napoleon Avenue Container Terminal to an annual capacity of 1.6 million TEUs.*

**About AAPA**

*Founded in 1912, AAPA today represents 135 of the leading public port authorities in the United States, Canada, Latin America and the Caribbean. In addition, the Association represents more than 300 sustaining and associate members, firms and individuals with an interest in the seaports of the Western Hemisphere. AAPA port members are public entities mandated by law to serve public purposes. They facilitate waterborne commerce and contribute to local, regional and national economic growth. These ports are gateways to world trade and are critical components to their nation’s economic health, national defense and growing cruise industry. In 2007, commercial seaport and marine cargo operations in the U.S. generated \$3.2 trillion of total economic activity and provided jobs for 13.3 million Americans, whose earnings and consumption totaled nearly \$650 billion*

**-End-**

