

PORT OF GREEN BAY LAUNCHES NEW COMMUNICATION PLAN

HARBOR

PROSPERITY.

Harbor Prosperity seeks to educate the community

FOR IMMEDIATE RELEASE

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(Green Bay, WI) **Harbor Prosperity** is the theme of the new communication plan unveiled at the recent Port Symposium. The plan was developed to raise the profile of the Port among people living in Northeast Wisconsin. "The Port truly does harbor the prosperity of the area," said Port Manager Dean Haen. "Many people are not aware of all the benefits the Port provides to businesses and the community and it's important that we spend time educating the public."

Initial research was conducted and consisted of meetings, surveys and interviews. The results revealed that the average person did not have a clear perception of the Port. As a result, Green Bay Terminal Operators decided to fund an outreach effort designed to educate the public and increase awareness about the Port and its impact on the community.

"The community should feel positive about the Port and its role in our lives," Haen stated. "It is a vital part of our economy, history and lifestyles." Haen also commented that the Port provides local jobs, worldwide business and first-class recreation with events and activities like Tall Ships, fishing tournaments and the Foxy Lady cruises.

The communication plan consists of:

- www.harborprosperity.com is a new Web site that provides valuable information on Port activities.
- **Billboard and dock signage.** A billboard campaign with the **Harbor Prosperity** logo is already underway. Its purpose is to create interest in the Port and motivate people to learn more at our web site. Dock signage with the new logo will also tie into the communication efforts and provide a uniform look.

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- **Community Outreach.** Haen will be visiting many area business and civic groups sharing information on the Port and its purpose and impact in the community.
- **School Curriculum Materials.** 4th and 8th grade school curriculum materials have been developed. The goal is to work with school district Curriculum Directors on implementing the materials into schools to educate children on the impact of the Port.
- **Media Relations.** A series of news releases and media notices will be issued throughout the year highlighting Port of Green Bay news and activities.

To learn more about the Port visit www.harborprosperity.com. To schedule speaking engagements on Port activities please call (920) 492-4961.

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