

PORT AND SOLID WASTE DEPARTMENT

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HARBOR

PROSPERITY.

HARBOR PROSPERITY WEB SITE IS A 'HIT'

Port of Green Bay is engaging the community

FOR IMMEDIATE RELEASE

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(Green Bay) – HarborProsperity.com is hitting the mark with the community. The Web site has received more than 18,000 hits since it went live in March 2007. "I think it's great that so many people are visiting the site," explained Dean Haen, manager for the Port of Green Bay. "It shows that our efforts to communicate with the public about the Port are working. We are giving them a place to find out more information that is easy to use."

The site was designed to help visitors better understand what the port does, what financial impact it makes in the community and other recent port news and statistics. The site also includes an area for children to explore and learn about the shipping industry in Green Bay. In addition, visitors to the site can easily navigate their way through information on each business that makes up the Port. "Many people think that the Port is just one place," Haen commented. "When in fact, there are 13 active terminal operators directly involved in shipping commodities."

The new Web site is part of the Harbor Prosperity communications plan which has been in full swing since January of 2007. Dock signs located at each port business and a billboard campaign have helped drive visitors to the Web site. "The site is averaging more than 1,500 hits a month, which is very exciting," Haen stated. "I am anticipating the number of visitors to the site will increase as we continue to make the port more visible to the community."

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