



**For Immediate Release:**  
**June 14, 2018**  
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# **Port of New Orleans Earns Four 2018 AAPA Communications Awards**

*Port NOLA Receives Award of Excellence, Distinction and Two Merit Honors*

**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 (Port NOLA) with four communications awards as part of the trade association's 52<sup>nd</sup> annual Communications Awards Program which honors member seaports for exemplary communications projects and programs.

"The Port of New Orleans is proud to be recognized for our communications efforts within the community and within the maritime industry," said Brandy D. Christian, Port of New Orleans President and CEO. "Our strategic communications efforts play an important role in conveying Port NOLA's vital role as an economic engine and as a modern, global gateway."

Port NOLA's winning entries include:

- Award of Excellence – Overall Campaign: [2017 Maritime Month Campaign](#)
- Award of Distinction – Videos: [Just Getting Started](#)
- Award of Merit – Videos: [Your Working River](#)
- Award of Merit – Periodicals: [Port Record](#)

"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 strategic communications through peer-reviewed analyses of their projects, and by showcasing best practices and lessons learned."

The 2018 AAPA Communications Awards Programs utilized 23 professional public relations practitioners from the Washington, D.C. area who cumulatively spent more than 90 hours over two weeks judging the 15 classifications of entries, ranging from advertisements, periodicals, videos and websites, to social media and overall campaigns.

## **About AAPA**

*Founded in 1912 and recognized as the unified voice of seaports in the Americas, AAPA today represents 140 of the leading seaport authorities in the United States, Canada, Latin America and the Caribbean and more than 250 sustaining and associate members, firms and individuals*



with an interest in seaports. According to [IHS Markit's World Trade Service](#), combined international sea trade moving through Western Hemisphere ports in 2016 totaled 3.49 billion metric tons in volume and US\$3.01 trillion in value. Of that total, ports in Central and South America handled 1.71 billion metric tons of cargo valued at US\$941 billion, while North American ports handled 1.79 billion metric tons of goods, valued at US\$2.07 trillion. To meet the growing demand for trade, the AAPA and its members are committed to keeping seaports navigable, secure and sustainable. For more information, visit [www.aapa-ports.org/](http://www.aapa-ports.org/). On Twitter: [http://twitter.com/AAPA\\_Seaports](http://twitter.com/AAPA_Seaports).

### **About 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 I railroads and the interstate highway system, Port NOLA is the ideal gateway for containers and breakbulk cargo, as well as passenger cruises. A growing network of ocean carrier services, along with services like container-on-barge, make Port NOLA the superior logistics solution. On February 1, 2018, Port NOLA acquired the New Orleans Public Belt Railroad, a Class III switching railroad with the primary mission of serving the Port, its six Class I railroad partners and local industry.

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