



PORTCORPUS CHRISTI®

- PRESS RELEASE -

Wednesday, July 20, 2016

For More Information

PATRICIA CARDENAS

Communications Director

Dir. Line: 361.885.6124

Cell: 361.816.3621

patricia@pocca.com

People Move Our Port Community Awareness Campaign Brings Accolades to Port Corpus Christi

Corpus Christi, Texas, USA – The American Association of Port Authorities (AAPA) has just announced ports to receive recognition at the AAPA 50th Annual Communications Awards Program. In the Overall Campaign category, Port Corpus Christi is set to receive an Award of Distinction for the People Move Our Port community awareness campaign.

“For Port Corpus Christi, People Move Our Port links the deep connection our port has with the people of our community. As Port Corpus Christi celebrates 90 years of relationships this year we are honored to receive an Award of Distinction in AAPA’s 50th Annual Communications Awards Program,” said John LaRue, Port Corpus Christi Executive Director.

“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 2016 AAPA Communications Awards Program, which had a May 1 deadline for entries, utilized 48 professional public relations practitioners from the Washington, D.C. area who cumulatively spent nearly 200 hours over three weeks judging the 15 classifications of entries ranging from advertisements and periodicals to videos and websites.

The People Move Our Port campaign was developed in collaboration by Port Corpus Christi staff and the port’s ad firm; Morehead, Dotts, and Rybak.

Port Corpus Christi has received recognition in previous years at the AAPA Annual Communications Awards. Most recently an Award of Merit for Social Media in 2014, and Awards of Distinction in 2013 in the Website and Overall Campaign categories.

About Port Corpus Christi

As the primary economic engine of the Coastal Bend, Port Corpus Christi is the 5th largest port in the United States in total tonnage. Our mission; to “Leverage Commerce to Drive Prosperity.” Our vision; “To be the energy port of the America’s.” Strategically located on the western Gulf of Mexico, with a straight, 45’ deep channel, Port Corpus Christi provides quick access to the Gulf and the entire United States inland waterway system. The Port delivers outstanding access to overland transportation with on-site direct connections to three Class-1 railroads and uncongested interstate and state highways. Port Corpus Christi is protected by a state-of-the-art security department and an award-winning Environmental Management System. With outstanding management and operations staff, Port Corpus Christi is clearly “Moving America’s Energy.” <http://www.portcorpuschristi.com/>

*Port Corpus Christi is a member of **START (South Texas Alliance for Regional Trade)**, a collaborative effort that highlights business opportunities in South Texas in the manufacturing, energy, aerospace, international trade, military, and other sectors and the related strategic support provided by Port San Antonio, Port Corpus Christi, and Port Laredo. <http://www.southtexastrade.com/>*

- Come Sea Us; Join the Energy Port of the America’s on Social Media •



###