

PORT AND SOLID WASTE DEPARTMENT

Brown County

2561 SOUTH BROADWAY
GREEN BAY, WI 54304

PHONE: (920) 492-4950

FAX: (920) 492-4957

CHARLES J. LARSCHEID

PORT AND SOLID WASTE DIRECTOR

NEW PORT WEBSITE DESIGNED TO ENGAGE A WIDE AUDIENCE

Site features updates and user friendly navigation

FOR IMMEDIATE RELEASE

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(Green Bay) – The Port of Green Bay has launched an expanded and updated website, www.portofgreenbay.com. The site features a new look, new navigation and information, an updated image gallery and boasts the new port of Green Bay logo. “We realized that we were drawing thousands of people to the website so we felt it was important to make it a useful tool and more user friendly,” stated Dean Haen, manager for the Port of Green Bay.

The site includes three quick-hit buttons for the most common visitors to the site: businesses, teachers and boat enthusiasts. “These links on the home page will navigate people directly where they want to go on the site,” Haen commented. “Businesses can look at the opportunities available to them on the port, teachers can download our free education curriculum on the Great Lakes and those that are interested in the port can see when the latest ships have come in and check out our live webcam.”

Haen says that the goal of the site is to help visitors better understand what the port does and the financial impact it makes in the community. “We have also included a map and links to each business that makes up the port,” Haen stated. “Many people think that the Port is just one place and are surprised to learn that there are 13 active terminal operators directly involved in shipping commodities. The new site is a great opportunity for us to continue to educate the community on the benefits and impacts of shipping.”

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Media Contact:

Dean Haen, Port Manager
(920) 492-4953



New quick-hit buttons for port visitors