



**Delivering Prosperity**

*New York Shipping Association — The men and women  
of the port of New York and New Jersey*

## Press Release

For immediate release

April 21, 2008

For more information

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### **New York Shipping Association unveils fourth year of awareness campaign**

Advertising, communications campaign to target public officials and opinion leaders

(April 21, 2008-Edison, New Jersey) - The New York Shipping Association (NYSA) today announced the launch of the fourth year of its "Delivering Prosperity" awareness campaign. The campaign, which began in 2005, highlights the benefits created by the diverse operations of the maritime port of New York and New Jersey. The total budget for this year of the campaign is \$1 million.

"In the past three years we have made great progress in our efforts to educate public officials, business leaders and the general public about the contributions the port makes to the regional economy: more jobs, increased competitiveness and lower prices on goods are among the many benefits that come with a robust and economically sound port," said Frank M. McDonough, President, NYSA. "We did this through an integrated advertising campaign that reaches our target audience in a variety of ways."

McDonough noted this year NYSA is strengthening its efforts to reach New York legislators and business executives by increasing its visibility in the New York media markets such as CBS News Radio, City Hall News, Empire State Report, Legislative Gazette, Buffalo Business First, Albany Times Union and Crain's NY. Additionally, NYSA will place advertising in regional editions of Time, Newsweek, Sports Illustrated, Forbes, Fortune, Money, Inc and US News and World Report. In New Jersey, NYSA will advertise on politickernj.com, njbmagazine.com, radio station 101.5 and the Millennium News Network, as well as on transit cards on NJ Transit, PATH and the Staten Island Ferry and billboards on I-787 in Albany, the NJ Turnpike and the Outerbridge Crossing.

This year's campaign highlights well-known products that come through the port. Shop Rite/Wakefern Foods, Prince Sports, Welch's and Saratoga spring water are some of the featured companies in year four. Another element of the campaign is the [www.deliveringprosperity.com](http://www.deliveringprosperity.com) website which provides visitors with an opportunity to learn more about the port and the people who operate it.

McDonough noted that reaction to the campaign has been very positive. "We've received seven awards for creative design, clarity of message and public reach of the program. Our most recent public opinion poll which included interviews with NJ legislators and business executives found the advertising campaign to be well received and very effective," he said.

"The Port of New York and New Jersey is one of the most critical economic engines of the region, and of the whole country. As the third largest port in the U.S., and the largest on the east coast, it serves about one third of all Americans. The cargo that flows through the port provides consumers with access to the global marketplace," said McDonough.

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For more information  
please visit us at:  
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The overall public education campaign is being managed by Insight Communication; public affairs by Smith Pizzutillo LLC, creative design by Ciavo Design and radio production by NohHands Productions. More information is available online at [www.deliveringprosperity.com](http://www.deliveringprosperity.com).

New York Shipping Association (NYSA) is a non-profit corporation whose members are the ocean cargo carriers, terminal operators, stevedores, and marine-related businesses that operate the ships, move the cargo, train and employ the laborers, provide and maintain the equipment, that moves more than \$166 billion in products to and from the largest and richest consumer market in the world. NYSA hires, trains and dispatches the port labor, and represents the interests of its members in maximizing the efficiency, cost competitiveness, safety and quality of marine cargo operations in the port of New York and New Jersey. NYSA maintains close collaboration with other maritime and maritime-related organizations with shared interests, and partners with public agencies tasked with the improvement of the region's transportation system. For more information, please visit [www.nysanet.org](http://www.nysanet.org).

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