



**Delivering Prosperity**

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

## Press Release

For immediate release

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For more information

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### **New York Shipping Association wins awards for public awareness campaign**

(April 22, 2008 - Edison, NJ) --- The New York Shipping Association (NYSA), an Edison-based organization has won a 2007 MarCom Gold Award for Delivering Prosperity, a public education and awareness campaign. "Delivering Prosperity" was also recognized as a Silver award winner in the League of American Communications Professionals (LACP) Spotlight Award competition. The New York Shipping Association represents port employers and ocean carriers and their interests in the Port of New York and New Jersey.

Beverly Fedorko, NYSA Director of External Affairs, received the award for "Delivering Prosperity," a multi-media campaign emphasizing the economic importance of the port through the use of billboards, newspaper, magazine and radio advertising, transit cards and a website.

The MarCom Creative Awards is an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. The LACP Spotlight Award focuses on **best-in-class practices within the profession**. Its goal is to recognize outstanding work in video/film/TV, print, web-design, audio, and advertising.

The overall public awareness campaign is managed by Insight Communication; public affairs by Smith Pizzutillo LLC, creative design by Ciavo Design and radio production by NohHands Productions.

NYSA represents more than 50 businesses affiliated with the port of New York and New Jersey including shipping lines, container companies and security services among others and is headquartered in Edison, NJ. For more information on the award winning campaign, visit the website:

[www.DeliveringProsperity.com](http://www.DeliveringProsperity.com).

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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).

For more information  
please visit us at:  
[www.DeliveringProsperity.com](http://www.DeliveringProsperity.com)

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