

## Port of Portland

**Special Event: “Seaport Celebration”** – This fun and colorful family-oriented event was developed to help community residents, port stakeholders and the owners and employees of neighboring businesses gain a better understanding of the Port of Portland’s importance to their everyday lives. The theme was repeated throughout the daylong event, with displays and activities to help participants appreciate that what they eat, drink, wear or drive may come through the port. Judges were particularly impressed with the detailed event research, planning, promotion (including advertising and earned media) and analysis of attendee feedback provided with the entry.