



## News Release

### **Thousands Attend Green Port Fest 2010 Open house is one of the largest events of its kind in the region**

October 2, 2010



From wide-eyed toddlers to grandma and grandpa, plus everyone in between, guests of all ages got a rare behind-the-scenes look at the second busiest seaport in the country during Green Port Fest 2010 in Long Beach, Saturday, October 2.

The free annual event, one of the largest of its kind, is an opportunity for the public to learn more about the Port's operations and environmental programs in a fun, street festival setting.

Visitors took narrated tours by boat and train of the Port's facilities, which handle nearly a fifth of all U.S. trade cargo and generate billions of dollars in economic activity. Interactive exhibits showcased some of the Port's cutting edge environmental programs like shore power, which allows ships to plug into landside electricity rather than burn diesel fuel to power their auxiliary engines. And this year, Green Port Fest also featured the Wyland Living Green Fair, a one-of-a-kind interactive exhibit by the world famous muralist and environmental activist who was on hand to help paint a super sized canvas.

"This is a great day to explore what goes on behind the scenes at the Port of Long Beach, and have a lot of fun at the same time!" Port Executive Director Richard D. Steinke told the crowd. "We want our friends and neighbors to know all the innovative things we're doing to protect our environment. The construction zones you see around us are part of our capital improvement program to modernize our shipping terminals. These projects are improving the environment and generating jobs. We're very proud that the Port of Long Beach is known around the globe as an innovator and environmental leader in the Green Port movement."

To promote sustainability, the Port distributed more than 600 free bus passes to encourage attendees to leave their cars at home. Visitors also were encouraged to ride bicycles. In partnership with [LB Cyclists](#), the Port offered a free bicycle valet service during the event. Attendees were given reusable water bottles they could fill up at water fountains to cut down on plastic bottles and trash. The event also featured local musicians, children's activities and much more.

The Port of Long Beach is a pioneer in environmental initiatives and its landmark Green Port Policy, adopted in 2005, is widely recognized as a benchmark in the industry.

For more information visit [www.polb.com](http://www.polb.com)

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