

**NEWS RELEASE – August 12, 2020**

**Contact:** Alex Hernández  
Public Information Officer

**Phone:** (985) 652-9278  
**Email:** [ahernandez@portsl.com](mailto:ahernandez@portsl.com)

### **PORT OF SOUTH LOUISIANA LAUNCHES NEW PROMOTIONAL VIDEO**

LaPLACE, LA.

The Port of South Louisiana is excited to unveil its new marketing video, [We Are the Port of South Louisiana 2020](#), and supplemental media shorts and motion graphics. The videos highlight facilities of the Port of South Louisiana along with specifications and statistics regarding industrial development within the Port.



This year, the Port of South Louisiana is celebrating 60 years in operation. Emblematic of our diamond anniversary, the decision was made to update the video package and upgrade it to contemporary video messaging. The economic development videos, produced by [Neon Cloud Productions](#), who worked closely with the Port's business

development department, will be used to increase awareness, create interest, and promote the Port of South Louisiana during presentations, in digital media publications, and on social media. The main marketing video will be presented to guests who tour our port facilities, including government officials, maritime industry representatives, and site selectors/potential industrial partners.

"We are excited about our newest video," said Paul Aucoin, Executive Director of the Port of South Louisiana. "This video shows the strengths of our Port. We offer many attractive amenities to prospective companies within our district, including intermodality, Port of South Louisiana's Executive Regional Airport, and the availability of acreage on both sides of the Mississippi River for industrial development. Our new video serves as an invaluable showcase of our Port to clientele state- and world-wide."

We appreciate Neon Cloud Productions for their collaborative effort in displaying our status as a world-class port district into a visual exhibition. The translation of our vision would not have been as successful without their guidance and creative contributions.

*America's Largest Tonnage Port*   

P.O. Box 909 LaPlace, Louisiana 70069-0909 855.SLA.PORT 985.652.9278 [www.portsl.com](http://www.portsl.com)

You can find the new video on Port of South Louisiana’s website [ [portsl.com](http://portsl.com) ] or on [YouTube](https://www.youtube.com). Also be on the lookout for the media shorts and motion graphics on the Port’s social media: [Facebook](https://www.facebook.com), [LinkedIn](https://www.linkedin.com), and [Twitter](https://twitter.com).

#### **About the Port of South Louisiana**

Founded in 1960, the Port of South Louisiana is a 54-mile port district on the Mississippi River between New Orleans and Baton Rouge, encompassing the parishes of St. Charles, St. John and St. James. The facilities located within the port’s district consistently handle over a quarter billion short tons of cargo annually, ranking it the largest tonnage port district in the Western Hemisphere (and the 16<sup>th</sup> largest in the world), the nation’s greatest grain exporter, and one of the major energy transfer ports in the United States. Along the 108 miles of deep-water frontage on both banks of the river there are seven grain transfer facilities, four major oil refineries, 11 petrochemical manufacturing facilities and several other facilities for a total of more than 50 docks owned and operated by an impressive group of companies in the Port District, such as ADM, ArcelorMittal, Cargill, DowDupont, Marathon, Shell, Nucor Steel, Occidental, Valero, and Occidental Chemical. The Port also owns and operates the Executive Regional Airport (KAPS). To learn more, visit us at [www.portsl.com](http://www.portsl.com), like us on [Facebook](https://www.facebook.com), and follow us on [LinkedIn](https://www.linkedin.com) and [Twitter](https://twitter.com).

#### **About Neon Cloud Productions**

Based in Dallas, Texas, Neon Cloud Productions offers clients a full line of services within the media production industry, including video and media marketing, social media creation and assistance and video production. The company’s innovative styling and creative collaborations have made them a top choice for economic developers nation-wide. For more information, visit [www.neoncloudproductions.com](http://www.neoncloudproductions.com).

###

For information about this particular topic or about the Port of South Louisiana, contact Alexandra “Alex” Hernández, Public Information Officer, at (985) 652-9278 or [ahernandez@portsl.com](mailto:ahernandez@portsl.com).