



*City of Hollywood, Florida*  
*Office of the City Manager*

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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

May 7, 2010

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***U.S. Department of Commerce Under Secretary Francisco Sanchez  
to Recognize the City of Hollywood and Port Everglades  
for International Trade, Friday May 7, 2010***

**HOLLYWOOD, FL** – Under Secretary of Commerce for International Trade Francisco Sánchez will detail how President Obama’s National Export Initiative (NEI) will help create jobs and grow the economy in South Florida and nationally. He will also share how the Department of Commerce’s International Trade Administration (ITA) will help achieve NEI goals while touring Port Everglades and visiting Hollywood today.

Sánchez will discuss the NEI and tour Port Everglades before presenting ITA’s Certificate of Appreciation for Achievement in Trade to Port Everglades Director Phil Allen and City of Hollywood City Manager Cameron D. Benson. Senator Bill Nelson and Congresswoman Debbie Wasserman Schultz are also invited to the ceremony at the Port. This public presentation will be followed by a luncheon meeting in Hollywood with the 28 Senior Commercial Officers from American Embassies throughout Europe.

The NEI aims to double U.S. exports during the next five years, while supporting two million American jobs. To reach this goal, the initiative includes increasing trade promotion efforts, expanding all forms of trade advocacy, improving access to credit for businesses that want to export, and continuing the rigorous enforcement of trade laws so that American companies compete on a level playing field.

**WHAT:** Port Everglades Tour  
Award Presentation to Port Everglades and the City of Hollywood  
**WHEN:** Friday, May 7, 10:45 a.m. - 12:15 p.m.  
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**HOLLYWOOD**  
*Like Nowhere Else!*

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[www.hollywoodfl.org](http://www.hollywoodfl.org)

**WHERE:** Port Everglades  
1850 Eller Drive  
Fort Lauderdale, FL 33316

Media Coverage: *This event is open to the media.*

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