

News Release

For immediate release

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New marine agency appointment for MDL Marinas

MDL Marinas is delighted to announce that it has appointed the Marine Advertising Agency (MAA) to lead on its public relations. With 18 UK marinas, plus an expanding network on the continent, MDL's innovative approach to its sites, its members and its tenants will now be publicised by the South Coast Agency.

“With the relaunch of Ocean Village as a five-star leisure destination, and with our exciting plans for the upcoming theyachtmarket.com Southampton Boat Show, now is the perfect time to start our relationship with MAA,” says Adrien Burnand, MDL’s Head of Marketing. “Plus, we’ve been heavily investing in Hamble Point Marina and have built eight new state-of-the-art sales units to underpin the marina’s status as the UK’s centre for boat sales.

“We’re really growing as Europe’s leading marina group and MAA can help us achieve our goals. We want to spread the word about all the benefits of using our marinas throughout the year including great socials, excellent customer service and free stays across our network of over 100 European destinations.”

Mike Shepherd of MAA agrees: “We’re really excited to be working with MDL Marinas. Each marina has an individual, distinct personality, and there’s always something happening of interest with tenants, members and exciting events across the yearly programme. We’ll be using our marine-focused agency experience to bring those stories to life, and share via the marine press and on social media. Make sure that you’re following @mdlmarinas (Facebook, Twitter and Instagram) to keep up to date with all the news.”

Currently MDL Marinas has some great summer offers up for grabs, including up to £380 off a lift and scrub, and two months’ summer berthing from just £350. To find out more about the full range of offers available at MDL Marinas this summer, head to: www.mdlmarinas.co.uk/mdl-offers.

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MDL MARINAS



Notes to editors:

MDL Marinas

- MDL Marinas is Europe's largest marina group, offering members over 100 destinations to cruise to in the UK, France, Italy and Spain through Freedom Berthing. Currently MDL Marinas manage 18 UK marinas, 1 in Italy and 1 in Spain.
- MDL Marinas is proud to be landlords to over 500 marine business companies, with nearly 260 staff delivering the unique MDL experience to all members, guests and commercial partners.
- The company also advises on worldwide marina developments including Europe, China and Crimea.
- For more information visit www.mdlmarinas.co.uk

The Marine Advertising Agency Ltd

- MAA provides simple, no-nonsense solutions to marine companies' advertising, PR, media buying and communications needs.
- From brand development and marketing materials to website, eCommerce, email campaigns and social media, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.marineadagency.com

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