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DEAN & REDDYHOFF
MARINAS

Press Release

MAA Press Lunch in association with Dean & Reddyhoff Marinas continues to thrive in its third year

FOR IMMEDIATE RELEASE

16th May 2014

The Marine Advertising Agency held the third annual MAA Press Lunch in conjunction with Dean & Reddyhoff Marinas at Haslar Marina on Friday, 16th May 2014, providing an essential opportunity for leading industry names, journalists and editors of key marine titles to get together.

The sun shone on this year's event, which was held in a marquee on the marina's lawn, overlooking the packed pontoons. The event is fast becoming an unmissable fixture of the marine industry calendar. Over 90 guests were in attendance, which topped the previous years' totals, creating an informal and relaxed environment in which to make contacts. As the timing of this year's lunch coincided with high tide, Raymarine brought along its test boat, Raymariner, for guests to look around. The event was held in the enviable setting of Haslar Marina, one of the south coast's leading marinas and home to a range of marine-related businesses including MAA.

Since MAA's inception in 2009, the company has continued to grow, both its client list and team of staff, and is now firmly established as one of the foremost agencies in the marine industry.

Mike Shepherd, Director of MAA, said: "The MAA Press Lunch is a great opportunity for us to showcase our clients to an audience of journalists and industry figures. Today's turnout shows the value that people attach to the event and reflects MAA's standing within the industry."

MAA's services cover every aspect of marketing from advertising, PR, communications and media buying to brand development, websites, smart phone apps, html emails and social media.

Guests included journalists and editors from major UK marine titles, including *Practical Boat Owner*, *Boating Business*, *Yachts and Yachting*, *Cowes Yachting*, *Powerboat & RIB* and some of the industry's principal freelance writers. Also in attendance were Fiona Pankhurst, Vice-President of the BMF and Sir Robin Knox-Johnston, both of whom were interviewed by MC, Tracey Clarke of Event Broadcast. Sir Robin talked about the reasons why he is looking forward to a return to racing in the coming year. MAA's clients represented at the lunch included Crewsaver,

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Contender Sailcloth, Kemp Sails, Raymarine and Selden Masts.

Richard Reddyhoff, Director of Dean & Reddyhoff Marinas, said: "Once again, the MAA press lunch has proved a great success and a wonderful opportunity for us to show all that Haslar Marina and Gosport can offer the marine industry."

For more information visit www.marineadagency.com

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Notes to editors

The Marine Advertising Agency Ltd provides simple, no-nonsense solutions to marine companies' advertising, PR, media buying and communications needs. From brand development and marketing materials to website, smart phone apps, html emails 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

Haslar Marina is surrounded by bars, restaurants, shops and tourist attractions, and is home to a wide range of marine-related businesses. Road and rail access is very good, with excellent transport links to London via Portsmouth Harbour station and the Gosport Ferry. Haslar Marina provides a great base for all types of vessel with 650 berths, with no tidal restrictions, offering great access to the Solent and the surrounding cruising areas.

For more information visit: www.haslarmarina.co.uk

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