



MDL MARINAS

News Release
For Immediate Release
5th February 2020

MDL raises over £2000 for chosen charities

MDL Marinas has raised £2,065 to be divided equally between its two chosen charities, Blue Marine Foundation (BLUE), and Ocean Youth Trust South.

The main fundraising for these two worthwhile causes took place at last year's Southampton International Boat Show and was added to the money collected by other charitable and sponsored events. MDL ran a raffle on its waterfront boat show stand, giving berth holders the chance to win a Musto BR1 jacket and trouser wet weather combo, worth over £300. Additionally, MDL invited its berth holders to join the team for 'Charity Hour' in the lounge, charging £1 for refreshments with all proceeds going into the charity pot.

MDL is a primary supporter of the Blue Marine Foundation (BLUE), which works to provide innovative solutions to overfishing and has initiated a conservation project to replenish the Solent's oyster population.

Jacob Kean-Hammerson, BLUE's Solent Project Manager says: "MDL Marinas has made a huge contribution to BLUE's Solent Oyster Restoration Project. Thanks to MDL's support, the project has been able to restore 20,000 native oysters across nine MDL marinas. This additional contribution will help us continue to restore the native oyster to the Solent and demonstrates the amazing work that can be achieved through strong partnerships between industry and conservation."

For the past 40 years MDL Marinas has developed a close relationship with Ocean Youth Trust South, recognising its fantastic work with young people and the life changing experience that sailing can offer. An annual five-day trip for inspirational young people on board the charity's Prolific also forms the basis of MDL's Sail Training Awards.

Mark Todd, Chief Executive of Ocean Youth Trust South says: "MDL is one of Ocean Youth Trust South's most valued and long-term supporters. We are so grateful for all that they do for us. The money that MDL has raised will ensure that more young people's lives can be changed through the voyages we can offer for those who couldn't otherwise afford to sail."

"The amount of money raised is fantastic and we are delighted that we can continue to support our two chosen charities in this way," says Maxine Lane, MDL's Head of Marketing. "The work that they do in their respective fields makes such a difference and we will continue to get behind them and their endeavours again this year."

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Notes for editors

High res images are available online at <https://maa.agency/media-centre>

MDL Marinas

- MDL Marinas is the UK's leading marina and water-based leisure provider and one of Europe's largest marina groups, offering members 150 destinations to cruise to in the UK, France, Spain and Portugal through Freedom Berthing. Currently MDL Marinas manage 19 prime marina locations.
- MDL Marinas is proud to be landlords to over 300 marine business companies, with over 260 staff delivering the unique MDL experience to all members, guests and commercial partners.
- The company also advises on worldwide marina developments including Europe and China.
- For more information visit www.mdlmarinas.co.uk

MAA

- 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

For media enquiries, more information, product tests, or hi-res images:

MAA

Susannah Hart
Email: susannah@maa.agency
Tel: +44 (0) 23 9252 2044