

FOR IMMEDIATE RELEASE

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\*Images Available Upon Request\*

### MARINEMAX INITIATES BRAND AMBASSADOR PROGRAM

CLEARWATER, FL (September 24, 2018) – [MarineMax](#) announces the start of their brand ambassador campaign, [Band of Boaters](#).

“Our goal with the Band of Boaters to share the enjoyment that can come from being out on the water through real people and real experiences,” stated Abbey Heimensen, MarineMax Director of Marketing. “We believe boating changes lives and gives people an opportunity to connect with family and friends in a unique way as well as make new friends. The Band of Boaters will show how boating is shaping their own lives and relationships, so others can see the positive impact it can have on their own life.”

Currently in its pilot phase, the MarineMax brand ambassador program kicked off with a social media contest held on Instagram accepting applications and content from a variety of boaters around the nation. Entries were then narrowed down, and finalists were voted upon via the MarineMax Instagram page by followers with enthusiasm. Three winners were chosen to be initial members of the Band of Boaters and will go on to share the joys of boating and be brand ambassadors for MarineMax across social media.

“We plan to continue this program for years to come, giving many different types of boaters from around the nation a way to share their delight in boating” continued Heimensen.

For more information about the Band of Boaters and to find out how you can join, visit

[www.marinemax.com/bandofboaters](http://www.marinemax.com/bandofboaters)

### TWITTER

@MarineMax starts brand ambassador program called Band of Boaters: [www.marinemax.com/bandofboaters](http://www.marinemax.com/bandofboaters)

### ABOUT MARINEMAX

Headquartered in Clearwater, Florida, MarineMax is the nation’s largest recreational boat and yacht retailer. Focused on premium brands, such as Sea Ray, Boston Whaler, Meridian, Hatteras, Azimut Yachts, Ocean Alexander, Galeon, Grady-White, Harris, Bennington, Crest, Mastercraft, Scout, Sailfish, Sea Pro, Sportsman, Scarab Jet Boats, Tige’, Aquila, NauticStar, Nautique and Yamaha Jet Boats. MarineMax sells new and used recreational boats and related marine products and services as well as provides yacht brokerage and charter services. MarineMax currently has 63 retail locations in Alabama, Connecticut, Florida, Georgia, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Rhode Island, South Carolina and Texas and operates MarineMax Vacations in Tortola, British Virgin Islands. MarineMax is a New York Stock Exchange-listed company. For more information, please visit [www.marinemax.com](http://www.marinemax.com).

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