



Marine Retailers Association of the Americas

8401 73rd Ave. N. Suite 71, Minneapolis, MN 55428

Phone: 763-315-8043 E-mail: matt@mraa.com

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CONTACT: Matt Gruhn; 763-315-8043; matt@mraa.com

Influx of Partner Members Contributed to Association's Success in 2019

MINNEAPOLIS, MN, January 3, 2020 — The Marine Retailers Association of the Americas is proud to announce an array of Partner Members who joined the Association in 2019. Fourteen additional Partner members have signed onto a yearlong commitment to support the MRAA's ongoing mission.

The companies include: [App One](#), [Aqua Lily Products, LLC.](#), [BIT Marine Software](#), [Blue Wave Boats](#), [Clary Lake Services, Inc.](#), [Elite Recreation Finance](#), [Glen Raven / Sunbrella](#), [Garage Composites](#), [Kicker Marine Audio](#), [Marathon Xpress](#), [Suzuki Motors of America](#), [TruVideo](#), and [Wake Lending Recreational Loans](#).

Through Partner Membership, marine manufacturers, suppliers, and service providers commit to aligning their brands with the programs and opportunities that MRAA works to provide the dealer body in order to help fuel the success of the industry. Support from Partners allows the Association to expand its offerings and create a positive, long-term impact in the business of MRAA members.

"This has been a big year for the Marine Retailers Association," says Allison Gruhn, MRAA's Director of Business Development. "Alongside the launch of new initiatives like Dealer Week, we were lucky to receive the commitment and support of so many Partners, which allows us to build relevant and timely educational content for our members all year long with the goal of building a stronger future for marine retailing."

This growing roster of boat manufacturers, vendors and suppliers support the efforts of the MRAA through partnership. [Find a full menu of partner benefits here.](#)

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.