



## **Princecraft Boats Earns *Employer of Choice* award for the third consecutive year**

**TORONTO (January 22, 2020)** – For the third consecutive year, Princecraft Boats, a division of Brunswick Corporation (NYSE: BC) has been awarded the Employer of Choice Award – Marine Business category, by the *Boating Industry Canada Employer of Choice (BICEOC) Award Program* during the 2020 Toronto International Boat Show.

“This award recognizes Canadian marine employers who have developed distinctive strategies to attract and retain employees and we have worked very hard to be one of the best employers in the marine industry,” said Rodier Grondin, Princecraft president.

The 2020 Employer of Choice award also helps reinforce the positive brand image that Princecraft is known for and helps the company attract and retain top talent. The award also honors Princecraft's ongoing efforts to make its workplace both productive and enjoyable and to reward 65 years of building quality fishing and pleasure boats for the entire family.

“Canada’s marine industry suffers from an acute shortage of human resources, especially among those with special skills or training, so the value of the Employer of Choice program is to support employers in creating a culture that helps to attract and retain those people,” said Andy Adams, Managing Editor of Boating Industry Canada, News Week. “Canadian Yachting Media continues to support this program for the benefit of the industry and Princecraft has been an enthusiastic supporter of the program.”

### **About Princecraft Boats Inc.**

Since 1954, Princecraft Boats Inc., headquartered in Princeville, Quebec, Canada, creates unparalleled experiences on the water for fishing and boating enthusiasts with "professionally rigged and ready" packages of aluminum fishing boats, pontoon boats, and deck boats. Its commitment is borne out of a deeply rooted heritage

of unmatched craftsmanship, incomparable performance, and the promise of years of trouble-free boating. More fishermen, families, and dealers than ever join the Princecraft family and create some of the best moments of their lives.

For more information, visit [www.princecraft.com](http://www.princecraft.com)