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BOATSETTER CHOOSES MARTIN FLORY GROUP FOR PR

Boatsetter has chosen Martin Flory Group to lead its public relation efforts throughout North America. For over 50 years, the global public relations firm has helped businesses grow and thrive.

Based in Fort Lauderdale, Florida, Boatsetter is an online peer-to-peer boat rental marketplace. It connects owners and licensed captains with people who share their love of the water. With vessels available in over 600 locations, it makes boating easy and accessible to anyone. Its website is www.boatsetter.com.

"The marine industry is struggling to find avenues to reach a new generation of owners," said Martin Flory Group general manager Kelly Flory. "Boatsetter is a great way to plant the seed that can one day blossom into ownership. And it enables current boat owners to offset costs by renting their vessels on days they aren't using them."

Founded in 1962, Martin Flory Group represents a diverse global client base. The PR firm is highly experienced in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help sell products and grow businesses.

Contact Martin Flory Group, PO Box 360, Gurnee, IL 60031. 847-662-9070. info@martinflory.com; www.martinflory.com.