

Contact: Stephanie Worth, Senior A.E.
Adams Unlimited Public Relations & Marketing
212.956.5900-office
201.349.4904-mobile
www.adams-pr.com

*** * MEDIA ALERT * ***
-Early Morning LIVE Shot Opportunity-

***LOCAL RESIDENTS HAVE A CHANCE TO TRY SCUBA DIVING IN THE
WORLD'S LARGEST MOBILE SCUBA DIVING POOL AT THE LOVELAND
LIVING PLANET AQUARIUM***

***-REPORTERS CAN LEARN TO SCUBA WHILE BROADCASTING LIVE UNDERWATER USING
THE STATE-OF-THE-ART UNDERWATER CAMERA AND OTS SCUBA MASKS THAT ALLOW
VERBAL COMMUNICATION-***

(July 24, 2014)—Learn to *Be A Diver!* The 15,000 gallon [Be A Diver](#) pool travels around North America, introducing people to scuba diving. **It will be making stops at the Loveland Living Planet Aquarium, Draper UT, Friday, August 1 – Sunday, August 3, 2014.**

***COME AND LEARN WHY SCUBA DIVING IS BECOMING THE FASTEST GROWING RECREATIONAL
FAMILY SPORT IN THE US!***

A dip in the Be A Diver Pool is FREE. Every year thousands of folks attend Be A Diver Pool shows and try out the sport of scuba diving in the **huge 4 feet deep, 20 x 30 foot, 15,000 gallon heated scuba pool. It provides great visuals and TV stations are invited to put reporters/anchors and/or their children over 10 years old into the pool for a fun and unique segment.** All equipment and instruction from local certified diving instructors will be provided, as will towels, mirrors and hair dryers.

The Loveland Living Planet Aquarium is a tax-exempt 501(c)(3) nonprofit organization. The Aquarium's mission is to inspire people to explore, discover and learn about Earth's diverse ecosystems. Advance tickets and memberships may be purchased online at www.thelivingplanet.com. Ticket sales help support the Aquarium's mission. The Loveland Living Planet Aquarium is located at 12033 South Lone Peak Parkway in Draper, Utah.

Families, couples and people of every age have tried the *Be A Diver* Pool and experienced the safe and exhilarating sport of scuba diving firsthand. In 2013, thousands of people took the plunge to experience scuba diving at 25 Scuba Tour stops throughout North American. More information on Be A Diver can also be found at www.beadiver.com.

For more information or to arrange early morning live shots or to film at the Be A Diver pool, please contact: Stephanie Worth at Adams Unlimited Ph: 212-956-5900 • E-mail: stephanie@adams-pr.com • Cell: 201-349-4904. **-OR-** Shelby Dobson at the Loveland Living Planet Aquarium W: 801-355-3474 C: 435-760-1549 • E-mail: Shelby.d@thelivingplanet.com

#####