

GET WET AT THE BOAT SHOW

“Get wet” could easily be a theme of this year’s Progressive Mid-America Boat Show, but it won’t have anything to do with the more than 450 sparkling new boats on display at Ohio’s oldest and largest boating exposition.

The “Go Dive Now” touring pool that was brought to the show for the first time last year will be back again. “We underestimated how popular the ‘Go Dive Now’ touring pool would be last year,” explained Bryan Ralston, show manager, “so it’s a no-brainer to bring it back for another year.”

The special pool and exhibit come from Diving Equipment & Marketing Association (DEMA). While snow may be blowing around outside the I-X Center, show attendees who have always wanted to try scuba diving are invited to don wetsuits and all the gear and literally head under water with a certified instructor coach.

The DEMA 30-foot, 15,000-gallon pool, and exhibit is complete with all the newest diving equipment including wetsuits, fins, air compressor and more. “Go Dive Now” will be manned by professional instructors from area dive shops and schools.

Show visitors wanting to get the free scuba lesson should bring a swim suit and towel. Ages 10 to 15 will be required to have an adult in the pool with them. Teens 16 and up must be accompanied by an adult who is not required to be in the pool.

DEMA is a 1,300-member international organization dedicated to the promotion and growth of the recreational scuba diving and snorkeling industry through consumer awareness programs and media campaigns. Since 2000 the DEMA touring pool has crisscrossed the nation encouraging thousands of new scuba enthusiasts.

“For those who have never tried scuba and are unsure whether they would want to learn more,” says Ralston, the ‘Go Dive Now’ pool attraction is a great way to “get your feet wet.”

The boat show runs for 5 days in the I-X Center, January 12-16, and will feature more than 450 boats designed to stay on top of the water! The boats on display will range from kayaks to motor yachts.

For all the latest event schedules and show details, go to: www.clevelandboatshow.com