

VISITORS CAN DIVE IN AT THE BOAT SHOW

“Diving” into the 2018 Progressive Mid-America Boat Show isn’t just an expression - it can be the real thing for show visitors wanting to put on the scuba gear and really get wet!

The “Go Dive Now” pool has become a popular feature at the boat show and it will return this year for the 61st Annual edition of Ohio’s oldest and largest boat show. It’s actually a special pool and exhibit created by the Diving Equipment & Marketing Association (DEMA). While snow may be falling outside, show attendees inside who have always wanted to try scuba can literally head under water accompanied by a certified instructor coach.

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

Show visitors wanting to get the scuba experience should bring a swim suit and towel. There are some restrictions: 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. The lesson and use of the equipment are all free thanks to DEMA.

A 1,300-member international organization, DEMA 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 4 days in Cleveland’s I-X Center, January 18-21, and will feature more than 400 boats, all designed to stay on top of the water! The power and sailboats on display will range from kayaks to motor yachts.

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

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