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Dive & Travel Expo - May 21-23, 2010  
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## **Come See What is Happening in the Other 97% of the Planet**

The world's oceans contain over 97% of the water on the planet, supporting vast ecosystems teeming with unimaginable forms of life. Those of us who inhabit the other 3% of the planet have no idea what kind of wonderful world we live right next door to. The future of these ecosystems however depends largely on those of us who understand their importance and so are charged with their responsibility. It's a BIG responsibility and to be honest we need your help so we are asking you to come to the 2010 Dive & Travel Expo to be held May 21st and 22nd at the Tacoma Convention Center in Tacoma, Washington to learn more about how you can make a difference.

This year's Dive & Travel Expo promises something for everyone. Against a backdrop of environmental responsibility guests will enjoy our Deep Ambitions program designed to hand over the reins of environmental responsibility to the next generation, scores of free seminars and exhibits, a Film Festival the likes of which Hollywood would be jealous of, a photo contest to showcase the talents of our multicultural and experienced dive community and the chance to jump into a treasure hunt with both fins first! Free seminars, workshops and countless exhibitions have all been dedicated to the preservation of our world's waters at this year's Dive & Travel Expo. The Dive News Network is proud to be at the forefront of efforts designed to educate the young and old about our delicate planet. Come see why some of the greatest names in the history of the sport choose to share their experiences at the expo.

The Dive News Network will introduce their Deep Ambitions Program from 10 a.m. to 1 p.m. This program will be offered to all of the local Pacific Northwest colleges. Students will be invited to take part in an intern program where they will have the opportunity to learn the field of journalism from the ground up as well as take part in marketing and sales. The program promises to offer students a unique opportunity while they spread the news about what diving has to offer.

It's also time to young-up your business! Northwest Dive & Travel Expo is jumping in with both fins to partner with Drop Zone Inc, Sports Diver Magazine, Body Glove, PADI and TransWorld Surf to inspire the younger generations to become a part of the sport of diving. This new effort will begin with the Drop Zone: Dive-In mini seminar to be held in conjunction with a dive career fair at the 2010 Dive & Travel Expo Show at the Tacoma Convention Center.

The 2010 Dive & Travel Expo is giving visitors a taste of Hollywood this year, Film Festival style with an opening night that will not soon be forgotten on Saturday evening, May 21st. Sponsored by Malaysian Tourism, there will be food, film and fun, followed by a chance to rock the night way with diving's very own Grammy nominated Blue Ringer Band led by Craig Brown of Capitol Divers in Olympia. So come take a front row seat at the Pacific Northwest's best views of our planet's waters through award winning films produced and directed by some of the world's most renowned divers.

For all you shutterbugs out there, the Northwest Dive News Dive & Travel Expo's second annual photo and video competition is at hand. This competition gives amateur photographers and videographers a chance to compete with their peers from across the Pacific Northwest and around world for great prizes. The contest is open to all amateurs around the world who enjoy capturing underwater scenes. Winners will walk away with terrific prizes and bragging rights at Dive & Travel Expo Film Festival where the winners will be shown and announced at Greater Tacoma Convention and Trade Center.

Finally, divers will plunge for prizes at the largest Treasure Hunt in the Pacific Northwest in Tacoma, Washington on Sunday, May 22nd at 9 a.m. Pacific Northwest divers will storm Owen Beach in Point Defiance Park for all the action and prizes Treasure Hunt 2010 offers. The eighth annual dive extravaganza, part of Northwest Dive News' Dive & Travel Expo weekend, will attract divers from all over the Northwest. Divers will be able to dive for treasure at 9am and go the Convention Center at noon or later to pick up their prizes.

So bring your friends, bring your family, bring everyone you know and experience the northwest's largest gathering of dive manufacturers and leading names in the industry. We've got events designed for every water enthusiast and environmentalist. This is a sport so unique and characteristic of this planet's natural wonders that it is hidden from plain sight. To experience it, one must become submerged in it so come dive into the fun at the 2010 Dive & Travel Expo at the Tacoma Convention Center May 22nd - 23rd. We'll see you there!