



FOR IMMEDIATE RELEASE
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Surface Interval Training to Attend DEMA Show 2009

ORLANDO, FL – Surface Interval Training is proud to announce that for the fourth year in a row, its staff will attend the Diving Equipment and Marketing Association's annual DEMA Show.

Held this year in Orlando, Florida, the DEMA Show brings together more than 650 vendors and nearly 12,000 dive professionals for five days of new product demonstrations, travel displays, informative seminars, and networking opportunities. The DEMA Show is open exclusively to industry professionals.

Surface Interval Training Principals Spencer Jackson and Kevin Green, as well as Divemaster Candidate and Intern Jeff Pansiera, will attend the show with the goal of researching new products and destinations for travel. Surface Interval Principal Kevin Green was quoted by DEMA for this year's show brochure stating, "The DEMA Show provides an all-inclusive opportunity to network with colleagues and learn leading-edge business practices for our industry. Attending the show is an important part of our business strategy." The show brochure was sent out to DEMA members and past show attendees.

The Surface Interval Team will be blogging from the floor of the convention center as the show progresses. You can follow our progress and learn about the latest and greatest in dive travel, training, and equipment by following along with Surface Interval at their "Diving the Good Life Blog." The Surface Interval Blog is located on the internet at:

<http://www.surfaceintervaltraining.com/blog>

Surface Interval Training features training programs from the Professional Association of Diving Instructors (PADI), Emergency First Response, Medic First Aid International, Divers Alert Network, and the American Red Cross. Courses available include Open Water Diver all the way through Assistant Instructor, as well as First Aid, CPR, Automated External Defibrillator (AED), Care for Children, Emergency Oxygen and Bloodborne Pathogens. Classes are available on a schedule or can be custom scheduled as needed. In addition to quality training, Surface Interval offers international and domestic dive travel services.

Information on classes, training agencies, and travel are available at:

WWW.SURFACEINTERVALTRAINING.COM.

Surface Interval Training is proud to be a member of DEMA, the Diving Equipment and Marketing Association.

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