



Press Release
For Immediate Release

Action Scuba Montreal Becomes First Scuba Diving in Centre in Canada to Launch 100% Aware Program in Support of Environmental Conservation

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Montreal, Quebec (January 31, 2012): Action Scuba Montreal has become the first Canadian scuba diving centre to introduce the new 100% Aware program from the Project AWARE Foundation, further strengthening the dive centre's ongoing commitment to global environmental conservation activities.

100% Aware, launched in late 2011, is a voluntary program that encourages PADI dive centres around the world to promote the work of Project AWARE, a non-profit organisation that relies on financial support from environmentally concerned divers. All funds raised by the organisation go towards collecting and removing devastating underwater debris worldwide, securing protection for the world's threatened shark species, and engaging people in conservation efforts world globally.



As of February 2012, Action Scuba, a PADI 5 Star Instructor Development Centre located in Montreal, Canada, will make a donation to Project AWARE of at least \$10 for every student who completes a recreational scuba diving certification course with them. In exchange, the students will receive special limited edition Project Aware PADI certification cards, which stand out from the traditional cards held by others.

Student divers will also be welcome to make their own voluntary donations to complement those made by Action Scuba, and the dive shop will continue to organise other regular activities in support of Project Aware such as their popular annual Beach Clean-Up & Dive Against Debris and in-store collection of signatures for shark protection.

"Action Scuba has shown dedication to conservation for years through their participation in Project AWARE activities but their commitment to the 100% AWARE program makes them shine

as they not only lead by example but demonstrate to their students the importance of supporting ocean protection. Thank you for leading the way.” Says Lauren Wiskerson, Program Specialist, Project AWARE Foundation.

“We are genuinely pleased to be one of the first dive centres in the world to introduce 100% Aware, and the first in Canada to do so” says Gary Davis, president of Action Scuba and a PADI Master Instructor. “At Action Scuba we certify hundreds of scuba divers annually, and therefore our involvement in the 100% Aware program represents a substantial investment on our part in the work being done by Project AWARE. We feel strongly that conserving the marine environment is our responsibility as leaders in the diving community and we challenge all other local and global dive shops to follow suit and join us in the 100% Aware program.”

About Action Scuba

Action Scuba (www.actionscuba.com) is a PADI 5 star Instructor Development Centre and dive shop located in Pointe Claire, Quebec, which has been serving water-loving Montrealers since 1997. As underwater experts they offer training and certification for all levels of divers, from beginners through to specialist technical divers or dive professionals. Action Scuba carries a large inventory of scuba and snorkeling equipment for purchase and rental at their full service dive shop. They also organize travel to dive destinations around the world and offer regular local diving excursions on their own dive boat.

About Project Aware

Project AWARE Foundation, a registered non-profit organization, mobilizes the world’s divers to protect our ocean planet – one dive at a time. Join the growing movement of divers striving toward a clean, healthy and abundant ocean planet. www.projectaware.org

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Photos and imagery available on request