



U.S. Media Inquiries

John Riggin
Partner Concepts LLC
127 Lubrano Drive, Suite 203
Annapolis, MD 21401
(410) 224-7688
john@partnerconcepts.com

For Immediate Release

BVI Wreck Week 2010 Featured at Largest Dive Show in North America

BVI Wreck Week; June 12 - 19, 2010

November 25, 2009 – Tortola; The British Virgin Islands Scuba Organization (BVISO) and the British Virgin Islands Tourist Board (BVI TB) once again partnered to promote the Territory's exquisite diving at the annual Diving Equipment and Marketing Association (DEMA) Trade Show in Orlando, Florida, November 4 - 7.

BVI Wreck Week 2010 tops the list of several exciting and high-quality dive offerings for the coming season. This will be the first year that the Dive Operators and the Tourist Board have partnered to host divers at various functions throughout the week.

"We are so pleased to continue our close partnership with the Tourist Board on this most meaningful trade show," said Randy Keil, President of the BVI Scuba Organization. "We in the BVI must compete with dive destinations throughout the Caribbean and beyond, so the Tourist Board's support is critical in enabling us to promote all of our member dive operators as well as the overall destination." said Kiel.

2010 is expected to be a banner year for the diving product in the BVI. The destination has been featured in diving and mainstream lifestyle publications since the Tourist Board hosted a group of international journalists in the Territory in June of 2009, which included writers from South America and Europe. John Bantin of Diver Magazine in the UK was heard telling divers at the DEMA show, "This is the BVI's year." Bantin has published two articles on diving in the BVI since June; touting the *Wreck of the Chikuzen* as one of his top ten lifetime dives in the November issue of Diver Magazine.

While the Wreck of the Rhone is frequently acknowledged among the best wreck dives in the Caribbean, if not the world, a new dive attraction joined Wreck Alley in September. The Tourist Board and Dive operators recently welcomed Island Seal, a cargo vessel that had capsized on August 25, 2006 and now resides among the Wreck Alley family just off the south side of Cooper Island.

The BVI is routinely acknowledged as among the best dive destinations in the world. Most recently, *Scuba Diving* magazine's 2009 Readers' Choice Awards named the British Virgin Islands as the Top Wreck Diving destination and among the Top Ten destinations for snorkeling and beginner diving.

BVI Dive Operators regularly invest in attending DEMA. The group from the BVI this year included;



Photo Attached (right to left in the photo)

Jost Van Dyke Scuba Representative; Steve Ellefson of Sail Caribbean Divers; Mike Rowe of Sail Caribbean Divers and Member of the BVI Tourist Board of Directors; Abigail O’Neal, Marine & Online Marketing Manager for the BVI Tourist Board; Perla George, General Manager of North America Sales and Operations BVI Tourist Board; Manager BVI TB and Clive McCoy, Market Liaison Manager, BVI Tourist Board; Brendan Joyce, Trimarine / Cuan Law (Not Pictured) Kim Huish, Trimarine / Cuan Law and BVI Tap; Mike Casey McNutt, Dive BVI; Jeff McNutt, Dive BVI (Not Pictured)

Wreck Week 2010 Schedule of Events

Saturday 12th June 2010

Opening Parties at Nanny Cay, Tortola & Top of the Bathes, Virgin Gorda

Tuesday 15th June 2010

Cooper Island Beach Club, Sunset Pig Roast on the Beach at Cooper Island

Friday 18th June 2010

"I Got Wrecked at Wreck Week Party" Trellis Bay, Beef Island, Tortola

Friday 18th June 2010

Bitter End Yacht Club Closing Party, North Sound Virgin Gorda

BVI Wreck Week Packages at:

<http://bvitourism.com/WhereToStay/SpecialOffers.aspx>

Visit us on facebook

<http://www.facebook.com/BritishVirginIs>

About The British Virgin Islands Tourist Board

The British Virgin Islands Tourist Board is a statutory organization of the Government of the Virgin Islands (UK) responsible for promoting the British Virgin Islands as a destination. The BVI Tourist Board invites everyone to experience the seduction of our pristine and exquisite home. For more information on all that BVI has to offer, visit www.bvitourism.com

###