

# MEDIA RELEASE

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## DUI ANNOUNCES 2010 CALENDAR FOR DOG RALLY & DEMO TOUR



Each year, 17 local dive destinations, 150+ dealers and 1000+ volunteers help 2,500 divers experience the joy of diving dry and having fun in their own backyards.

In its 13<sup>th</sup> fantastic year, DUI has a 38' trailer filled with 130 drysuit systems, BCs, Weight & Trim Systems, two 20' x 40' tents, displays, and everything you need for a fun-filled, local diving weekend. DUI and its dealers enthusiastically welcome new drysuit divers and old DUI friends known as DOGs (DUI Owners Group). It's a chance to learn new things, meet new people and share a common passion for diving.

"You have to see a DUI DOG Rally & Demo Tour Event to believe it," says DUI President, Susan Long. "It's just so massive. Each event has 125-300 divers, 35-75 volunteers and 5-25 dealers. People say it's just like the circus coming to town ... they wait for it all year long."

Mark your calendars now for one of the most successful marketing programs in the diving industry!

March 19-20*	San Diego, CA	National Polytechnic College of Science †
March 26-28*	Pelham, AL	Alabama Blue Water Adventures
April 9-11*	Lake Travis, TX	Windy Point
April 23-25*	Eureka Springs, AR	Beaver Lake †
May 14-16*	Gloucester, MA	Stage Fort Park
May 21-23*	Bethlehem, PA	Dutch Springs
June 4-6*	Findlay, OH	Gilboa Quarry
June 11-13*	Kankakee, IL	Haigh Quarry
June 19	Brainerd, MN	Cuyuna Country Mine Lakes
August 20-22	Newport, OR	Oregon Coast Aquarium
August 27-29*	Seattle, WA	Mukilteo Lighthouse Park † (Alternate Site Les Davis Pier, Tacoma)
Sept 10-12*	Monterey, CA	TBD † (Alternate Site Lake Tahoe)
Sept 25-26	Metropolis, IL	Mermet Springs
October 1-3*	Portland, CT	Brownstone Quarry
October 22-24*	Rawlings, VA	Lake Rawlings
Nov 5-7*	Chiefland, FL	Manatee Springs
Nov 12-14*	Terrell, TX	Clear Springs Scuba Park

\* Risk Management Program for Public Safety Dive Teams at these Events

In addition to test diving DUI equipment, each event includes:

- TEST DIVE DUI's Newest Equipment
- Get fitted by DUI Factory Professionals and Expert Dealer Staff
- See All of the Options Available to Help You Design YOUR Ultimate Drysuit System
- Enjoy the Camaraderie of Your Local Fellow Divers
- FREE Collectors Edition DUI TEST DIVER Hat
- Free Barbecue Lunch
- Join Us Saturday Night for a Dinner & Program at Select Locations
- JUST FOR DOGS – Bring a new-to-drysuit-diving friend and get a FREE GIFT!

For detailed information, visit [WWW.DUI-ONLINE.COM](http://WWW.DUI-ONLINE.COM).

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† Waiting for permit



Photos by Jozef Koppelman



Diving Unlimited International, Incorporated (DUI) is a diving equipment manufacturing company specializing in diver thermal protection and high performance diving equipment. Located in San Diego, California, DUI has been providing recreational, scientific, commercial and military divers with an UNLIMITED commitment to provide the highest quality products and services available. This commitment to our customers began in 1963 when Diving Unlimited International was founded to give divers limitless opportunities and extraordinary adventures. DUI's equipment is distributed through over 400 dealers in North America and exported worldwide through distributors in Europe, United Kingdom, Russia, Switzerland, Australia, Japan, Hong Kong, Ukraine, Mexico, Korea, and Brazil.