

NEWS RELEASE TEMPLATE FOR CINCO DE MAYO DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

THIS CINCO DE MAYO SINK A DIVECACHE

-(Insert Dive Center Name) Celebrates Cinco de Mayo by Planting DiveCaches Honoring Mexican Heritage-

(City, State, Date) – (Insert Dive Center Name), is celebrating Cinco de Mayo by inviting all certified divers to come “Sink a DiveCache!” May 5th is a celebration of Mexican pride and heritage in the United States and (Insert Dive Center Name) will be hiding DiveCaches that honor Mexican heritage.

(Full paragraph offering more detail regarding the event including; date, time and location)

A DiveCache is a collection of goodies placed inside a container and hidden underwater. DiveCaching is the underwater variation of “Geocaching,” a decade-old game that uses a GPS device and simple search skills to locate hidden land-based caches. DiveCaching is fun, easy and when combined with other land-based geocaching activities, creates the perfect outing for family and friends. Visit www.divecaching.org for more information.

(Insert one or two sentences describing your company, including phone number and email contact information.)

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NEWS RELEASE TEMPLATE FOR MOTHER'S DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

LOG A DIVECACHE WITH MOM DAY

-(Insert Dive Center Name) Celebrates Mother's Day by Encouraging Divers to Log a DiveCache With Mom-

(City, State, Date) – (Insert Dive Center Name) recognizes all moms on Mother's Day by inviting divers to bring their mom to a scuba diving adventure and log DiveCaches. What better way to treat your mom than sharing a wonderful scuba diving experience that will last a lifetime!

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

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NEWS RELEASE TEMPLATE FOR MEMORIAL DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

SPLASH A CACHE IN MEMORY OF OUR HEROES

-(Insert Dive Center Name) Celebrates Fallen Heroes This Memorial Day Weekend By Hiding DiveCaches
in Their Honor -

(City, State, Date) – This Memorial Day weekend (Insert Dive Center Name) is kicking off dive season by planting DiveCaches to commemorate a family member who served in the U.S. military. Join in the celebration as we plant these caches to honor our fallen heroes.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE FOR FATHER'S DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

THIS FATHER'S DAY JOIN IN SOME FATHER/SON SCUBA FUN

-(Insert Dive Center Name) Invites Families to Go DiveCaching and Celebrate Dad-

(City, State, Date) – What better way to spend Father's Day with your dad than having some scuba fun while DiveCaching. (Insert Dive Center Name) invites divers to grab their scuba gear and their dad and join us in hiding some DiveCaches honoring fathers.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE FOR 4TH of JULY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

INDEPENDENCE DAY: FREEDOM OF DIVECACHING
-(Insert Dive Center Name) Celebrates Fourth of July-

(City, State, Date) – Celebrate America’s Independence by DiveCaching while freediving! (Insert Dive Center Name) invites you to grab your snorkeling and freediving friends and join us on a DiveCaching adventure to plant a cache in shallow water.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE FOR DOG DAYS OF SUMMER DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

DOG DAY DIVECACHE DIG UP

-(Insert Dive Center Name) Honors Man's Best Friend During the Dog Days of Summer
DiveCache Dig Up-

(City, State, Date) – Are the *Dog Days of Summer* getting to you? Cool off and go diving with (Insert Dive Center Name) during our Dog Day DiveCache Dig Up. Find a cache and leave behind a token honoring man's best friend.

(Full paragraph offering more detail regarding the event including date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR LABOR DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

THIS LABOR DAY FALL INTO DIVECACHING

-(Insert Dive Center Name) Organizes Labor Day Barbeque & Fall DiveCaching Event-

(City, State, Date) – This Labor Day (Insert Dive Center Name) is hiding DiveCaches at local dive sites to celebrate the Fall season, followed by a family barbeque. Join (Insert Dive Center Name) to find a cache and leave behind a token to welcome the arrival of autumn!

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR BREAST CANCER AWARENESS MONTH DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

DIVE PINK

-(Insert Dive Center Name) Hides Pink DiveCaches in Support of Breast Cancer Awareness Month-

(City, State, Date) –(Insert Dive Center Name) invites all certified divers to dive pink and place DiveCaches in support of Breast Cancer Awareness Month. Join us in the fight against breast cancer and honor of those affected by this horrible disease. Show your support for the ladies you love by planting a pink DiveCache.

(Full paragraph offering more detail regarding the announcement)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR HALLOWEEN DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

HALLOWEEN: A BOO-TIFUL NIGHT FOR DIVECACHING

-More Fun Than Trick Or Treating; Go DiveCaching with (Insert Dive Center Name) this Fright Night-

(City, State, Date) – This Halloween, (Insert Dive Center Name) is giving divers an alternative to the same old Halloween routine! Join us on a DiveCaching adventure while experiencing the thrill of a night dive. What could be more fun than the excitement and challenge of hiding DiveCaches in the dark?

(Full paragraph offering more detail regarding the announcement)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR VETERAN'S DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

VETERANS DAY: DIVECACHE IN HONOR OF OUR HEROES

-(Insert Dive Center Name) Creates DiveCaches to Honor Veterans Who Have Learned to Dive-

(City, State, Date) – This Veteran's Day, (Insert Dive Center Name) is honoring veterans who have learned to dive by planting DiveCaches that acknowledge them. Join us for a DiveCaching adventure as we celebrate them.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR THANKSGIVING DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

TANKFUL FOR DIVECACHING

-(Insert Dive Center Name) Hides DiveCaches at Dive Sites They're Most Grateful For-

(City, State, Date) – What better way to give “tanks” for diving than to recognize your favorite dive site? (Insert Dive Center Name) invites you to show your appreciation by planting DiveCaches at the sites you're most thankful for during this special ‘Tanksgiving’ event.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR CHRISTMAS DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

FORGET WHERE YOU HID THE PRESENTS – THE FUN IS IN THE FINDING

-(Insert Dive Center Name) Celebrates the Holidays By Hiding DiveCaches Filled with Holiday Treats-

(City, State, Date) – (Insert Dive Center Name) is getting into the holiday spirit by hiding DiveCaches filled with holiday treasures that are sure to bring joy to the first to find! A spinoff on the tradition of hiding the presents before the holidays; this is sure to get divers in a joyous mood.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR NEW YEAR'S DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

THIS NEW YEAR'S BEGIN A NEW ADVENTURE WIT DIVECACHING
-In-Water Treasure Hunt is the Perfect Solution for a New Resolution-

(City, State, Date) – Every New Year's Day, many of us set resolutions which we proceed to break within the first week of the New Year. Make *this* year different by trying a new dive activity...DiveCaching! DiveCaching is a great way to add some excitement to your dive, and (Insert Dive Center Name) is inviting certified divers to come DiveCaching with them.

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR VALENTINE'S DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

DIVE WITH YOUR SWEETEST *CACHE* ON VALENTINE'S DAY
-(Insert Dive Center Name) Promotes DiveCaching With Your Sweetheart-

(City, State, Date) – Love is in the air and in the water this Valentine's Day. (Insert Dive Center Name) invites certified divers to take their sweetheart diving on Valentine's Day. We will be hiding special caches at local dive sites that symbolize love by including a heart scuba decal or Valentine's Day geocoin!

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE FOR ST. PATRICK'S DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

CACHE A POT OF GOLD

-(Insert Dive Center Name) Invites Divers to Come DiveCaching This St. Patrick's Day-

(City, State, Date) – This St. Patrick's Day, *Cache a Pot of Gold* and go DiveCaching! (Insert Dive Center Name) is inviting certified divers to join them on a DiveCaching adventure as they hide DiveCaches celebrating St. Patty's Day. .

(Full paragraph offering more detail regarding the event including; date, time and location)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR EARTH DAY DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

KEEP IT GREEN – CACHE-IN TRASH-OUT (CITO)

-(Insert Dive Center Name) Organizes Earth Day CITO Event to Keep Our Oceans Clean-

(City, State, Date) – (Insert Dive Center Name) is inviting all certified scuba divers to join them and help clean up our oceans during their “Cache-In, Trash-Out,” event that will be held on (insert event date). Cache in Trash Out is an ongoing environmental initiative, where cachers are dedicated to improving cache-friendly places by conducting ocean clean ups at the time they plant a DiveCache.

(Full paragraph offering more detail regarding the event including; date, time and location.)

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(Insert one or two sentences describing your company, including phone number and email contact information.)

###

NEWS RELEASE TEMPLATE FOR EASTER DIVECACHING

CONTACT: (Name)
(Company)
(Phone)
(Email)

FOR IMMEDIATE RELEASE

HOP ON IT: FIND A DIVECACHE

-(Insert Dive Center Name) Organizes Underwater DiveCaching Scavenger Hunt For Certified Divers-

(City, State, Date) –Easter is almost here and to celebrate (Insert Dive Center Name) is arranging an underwater treasure hunt for divers. Join in the fun as (Insert dive shop name) plants DiveCaches around local dive sites for certified divers to hunt down.

(Full paragraph offering more detail regarding event including; date, time and location)

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