

Ideas to Lean In and Support One Another Now

Dive Centers and Resorts – Reach out to your customers and see how you can best support them from where you are. Find ways to promote the diving lifestyle to your customers to give them a healthy break from the stresses they're enduring on a daily basis. Also, connect with other dive shops in your area to offer support or find ways to work together through this crisis.

Divers – Reach out to your local dive shop and see if there are ways to support their business. Dive shops are the stewards of local diving lifestyle and culture, and we need to ensure their stability. Also, connect with each other to support one another in these times. Go diving if you can and continue to connect with your dreams.

Dive Pros – Reach out to your students, your divers and your fellow dive pros to support them in ways they may need. Connect with your local dive shops or your favorite resorts to see how they're doing and offer support for their businesses. As educators and leaders, find creative ways to engage your students, try to facilitate their desire to learn, be engaged and to explore and protect the ocean.

Dive Industry – By working together, our industry can continue to offer dive experiences that transform lives and enable adventure and exploration. Reach out to fellow industry stakeholders – to collaborate and work together through these times.