

# THE GRENADA BOARD OF TOURISM

## NEWS RELEASE

September 16, 2008

### DIVE TRAVEL TV TO FEATURE GRENADA

**Dateline St. George's.** More than 2.9 million households in the Philadelphia, southern New Jersey, Delaware & Maryland areas of the USA will have opportunities to view images of Grenada's underwater beauty as well as its land-based attractions, when Dive Travel TV produces a 30-minute programme about its one week visit to Grenada which begins on Friday September 19, 2008 and concludes on the 26th.

According to the producers of the programme, their goal is to "take their viewers by their side and go scuba diving, as well as take in other activities that appeal to today's market. The feel of the programme is one of activity and adventure in a style that combines professional filming with a personal home video touch giving it that reality show appeal so popular with today's viewers".

Dive Travel TV is a travel TV program hosted by professionals with over 30 years of experience in the fields of both travel and scuba diving. During each episode the programme host travels to a destination and shows viewers not only the wonders within the oceans but its local cuisine, accommodation, adventure activities and the "must see or do" while on location.

In context, the Grenada visit has being planned to mirror those requirements so that maximum publicity can be garnered accordingly. Through the auspices of Dive Grenada, our underwater treasures will be covered and highlighted. The four-man television production crew will also film the newly introduced Sea Fun Adventure, capture the scenery en route to the Seven Sisters Waterfall and incorporate images from the restaurants and hotel that host them. They will also film at selected sites and attractions around Grenada.

The Grenada Board of Tourism is pleased that this opportunity to be highlighted within the Dive Travel TV has arisen. It understands that this travel adventure programme is meant to show divers the need not to exclude non-diving companions to enjoy their love of the underwater world. In other words, non-divers need not wait around while divers are busy.

For more information  
Contact Edwin Frank  
Public Relations Officer

Grenada Board of Tourism  
Burns Point,  
PO Box 293  
St. George's Grenada  
Tel – 473 440-2279/2001/1346  
Fax 473 440-6637  
Email – gbt@spiceisle.com  
www.GrenadaGrenadines.com

**GRENADA**  
CARRIACOU • PETITE MARTINIQUE

*The Spice of the Caribbean*<sup>SM</sup>

