

FOR IMMEDIATE RELEASE

Diveheart Collaborates with Scuba.com and Lava Rubber in Innovative Wetsuit Recycling Program at Scuba Show Los Angeles

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Diveheart, a non-profit organization committed to providing scuba diving opportunities for individuals with disabilities, has teamed up with Scuba.com to encourage divers to recycle their old wetsuits. Through this collaboration, Scuba.com's retail locations in Costa Mesa, CA, and New York, NY, will serve as convenient drop-off points for wetsuits to be sent to Lava Rubber for upcycling on behalf of Diveheart.

Scuba.com, a leading provider of scuba diving equipment, is excited to unveil a pioneering wetsuit recycling program in partnership with Diveheart and Lava Rubber. This initiative aims to give new life to old wetsuits by transforming them into eco-friendly products like coasters, welcome mats, and yoga mats, thereby fostering environmental sustainability.

Lava Rubber, a pioneering company specializing in sustainable rubber products, will work its magic on the collected wetsuits, transforming them into innovative and practical items. These upcycled products will be made available for purchase, with a portion of the proceeds supporting Diveheart's impactful programs.

Continuing the wetsuit recycling program, Diveheart is thrilled to announce a special promotion in conjunction with the Scuba Show in Los Angeles on June 1-2, 2024. Attendees of the show will have the opportunity to drop off their old wetsuits directly to Scuba.com, contributing to sustainability efforts while immersing themselves in the vibrant scuba community event.

Diveheart, Scuba.com, and Lava Rubber will be at booth #530, showcasing their collaborative efforts and engaging with attendees at the Scuba Show in Los Angeles, creating awareness about the wetsuit recycling program.

"We are excited to kickstart this wetsuit recycling program in collaboration with Diveheart and Lava Rubber," said Mary Lawrence, Director of Sales & Retail at Scuba.com. "By repurposing old wetsuits into practical products, we not only champion environmental conservation but also support Diveheart's vision of making scuba diving accessible to individuals with disabilities."

Diveheart warmly invites divers, environmental enthusiasts, and the general public to join in this eco-friendly initiative. Let's come together to make a positive impact on the environment and to bolster Diveheart's commendable work in creating inclusive scuba diving experiences.

For more information about the wetsuit recycling program and drop-off locations, please visit [Scuba.com's website](https://www.scuba.com)

About Diveheart:

Diveheart is a non-profit organization dedicated to providing scuba diving opportunities for individuals with disabilities. Through adaptive diving programs, Diveheart aims to foster confidence, independence, and community for people of all abilities. Learn more at www.diveheart.org.

About Scuba.com:

For over 30 years, Scuba.com has been the go-to destination for scuba diving and snorkeling gear from top brands. With a commitment to sustainability and the promotion of eco-friendly practices, Scuba.com offers best-in-class customer service provided by diving experts. Shopping is available both online at Scuba.com and in the company's dive shops located in New York City and Costa Mesa, Calif. Visit www.scuba.com for more information.

About Lava Rubber:

Lava Rubber is a forward-thinking company specializing in the creation of sustainable rubber products. With a focus on environmental responsibility, Lava Rubber transforms materials like old wetsuits into innovative and eco-friendly items. Visit www.lavarubber.com to explore their offerings.

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