FOR IMMEDIATE RELEASE

SSI and the Guy Harvey Foundation Join Forces to "Get Kids Salty" in 2027 – Are You Ready to Build the Next Generation of Divers?

Delray Beach, FL – October 19, 2026 – Where will the next generation of divers come from?

In 2027, SSI and the Guy Harvey Foundation, a not-for-profit entity dedicated to protecting marine life and introducing the next generation to the ocean through education and scientific research, are teaming up to help SSI Training Centers and Pros answer that question in their own communities through ***Get Kids Salty*** — a new initiative designed to get more kids connected to the water, engaged in ocean conservation, and ultimately introduced to a lifetime of underwater adventure.

This exciting partnership brings together SSI's global diver education network with the Guy Harvey Foundation's expertise in marine science, conservation, and youth education to create new opportunities for SSI Training Centers and Pros to reach families well before they even know they want to dive.

***Get Kids Salty* is about building the future customer pipeline of the dive industry.**



Through this initiative, SSI Professionals will learn how to leverage SSI Explorers and Guy Harvey Foundation conservation programs to build engaging, sustainable youth programs within their dive centers. By combining community partnerships, conservation education, camps, school outreach, and other family-focused activities, Training Centers can connect with young people and their parents in meaningful ways while creating new revenue opportunities and building long-term customer relationships.

"Kids who become excited about the ocean today will become the divers, professionals, and conservationists of tomorrow," said Dr. Tonya Shearer, Director of Strategic Partnerships at the Guy Harvey Foundation. "Our goal with *Get Kids Salty* is to give SSI Professionals practical ways to connect with families in their own communities, create profitable youth programming, and build relationships that will foster a spirit of conservation in the next generation."

The *Get Kids Salty* Initiative Comes to Life at DEMA!

DEMA 2026 will give dive professionals their first look at what *Get Kids Salty* is all about.

SSI and the Guy Harvey Foundation will bring the initiative directly to the show floor through a dedicated activation at **HEAD Watersports Booth #1629**, while Dr. Shearer will lead a special seminar focused on how dive businesses can engage young people, connect with families, build stronger community partnerships, and turn youth programming into a sustainable part of their business.

The message to Training Centers is simple:

Don't wait for the next generation of divers to find you. Go find them!

Learn more at DEMA 2026 at **HEAD Watersports Booth #1629** and during the dedicated Get Kids Salty seminar.

GET KIDS SALTY - HOW TO BUILD THE NEXT GENERATION OF DIVERS, OCEAN ADVOCATES, AND LIFELONG CUSTOMERS
Tuesday 4:00–5:00 PM | Thursday 1:00–2:00 PM
HEAD Watersports Seminar Room #271