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A Trip to the Great Barrier Reef for PADI's 20 Millionth Diving Certification

PADI will Mark Impressive Milestone by Giving Away a Trip to the Great Barrier Reef

PADI, the world's largest diver training organization, today announced its "Countdown to 20 Million" campaign, which will award a fantastic trip to Australia's Great Barrier Reef to the diver who receives the 20 millionth PADI scuba certification. PADI has been tracking certifications and will announce the winner after this goal has been reached.

"It is incredible to see what started as an idea by Ralph Erickson and John Cronin nearly 45 years ago, has grown into 'the way the world learns to dive,'" says Brian Cronin, chief executive officer for PADI Worldwide. "The fact that PADI is nearing its 20 millionth certification is a testament to the power and wisdom of their vision, as well as the talent and dedication of PADI Instructors across the globe. We are proud that this organization has been able to introduce people to new life changing experiences through diving, and we look forward to the next 20 million."

The diver to receive PADI's 20 millionth certification will win an all-expenses paid trip for two to explore natural wonder of the world, the Great Barrier Reef, and other local attractions such as the World Heritage listed Daintree Rainforest, courtesy of Tourism Queensland. Dive excursions out to the Great Barrier Reef will be provided by MV Spirit of Freedom, which includes a three-day, three-night liveaboard adventure to iconic dive sites such as Cod Hole and the stunning Ribbon Reefs. In addition, the PADI Instructor to issue the 20 millionth diver certification and the affiliated dive center or resort will each receive a trip to Australia.

A "Countdown to 20 Million Certifications" counter has launched on the PADI website that provides daily updates as the organization approaches this achievement, which they expect to reach by late September. The promotion applies to both new and experienced divers who obtain any level of scuba certification at one of the more than 6,000 PADI Dive Centers or Resorts worldwide. Visit www.padi.com for the most up-to-date countdown number and to find the nearest PADI dive location.

About PADI

PADI (Professional Association of Diving Instructors) is the world's largest diver training organization, with more than 135,000 trained PADI Professionals dedicated to introducing new divers to the thrill of scuba diving and enhancing the skills of experienced divers through its 6,000 dive centers and resorts worldwide. PADI Members obtain close to 1,000,000 certifications worldwide each year, advancing and encouraging the exploration of the ocean, while maintaining the highest industry standards for dive training, safety and customer service. For more information, visit www.padi.com.

About Queensland

The Australian state of Queensland is home to the natural wonder of the world, the Great Barrier Reef. At over 1400 miles long, the Great Barrier Reef is the most extensive reef system in the world with stunning colored coral, over 1500 species of fish, a myriad of marine life and is visible from outer space. Above the water, there's stunning landscapes with over 900 tropical islands and coral cays, palm fringed pure white beaches, ancient World Heritage listed rainforest, birds and native animals. Queensland's capital city Brisbane is easily accessed via direct non-stop flights from Los Angeles and Dallas. www.destinationqueensland.com.

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