

04/10/1997

Arousing youth's interest in sport diving

KUALA LUMPUR, Fri. - The Malaysian Sport Diving Association will step up efforts to encourage youths to take up diving as a sport.

Its president Mukhriz Mahathir said today although MSDA had organised various promotional events, a nationwide campaign would attract more youths to the sport.

"We are looking to promote the sport in a big way," he said after the official launch of Dema Asia 1997.

Diving promoted caring for the environment and would prevent youngsters from involvement in unhealthy social activities.

"We also want to drive home the message that diving can be exploited as an economic activity as well as an enjoyable sport," Mukhriz said.

Diving promotions will concentrate on youths from fishing villages who know the marine environment but may not want to become fishermen.

"We want them to take advantage of their knowledge of the sea."

Mukhriz said to get youths interested in the sport, they would be introduced to skin diving or snorkelling without the certification.

The association has taken active steps in promoting the sport through Dema Asia and its working relationship with the Fisheries Department.

It has brought youths to diving destination Pulau Redang and given them the exposure plus the environmental education. Youths under the Rakan Muda programme were also given the opportunity.

Also at the Press conference was organiser Diving Equipment and Marketing Association president Al Hornsby who said the Professional Association of Diving Instructor trainers in Malaysia had increased by 69 per cent.

Dema Asia '97 chairman Ron Kipp said 35 per cent of divers being certified today were women while a small percentage were handicapped.

(END)