



SANTA CATALINA ISLAND COMPANY

Contact: Natasha Bourlin, Lyman Public Relations
775-240-8749 or catalina@lymanpr.com

Follow:  

The New Sea Trek Undersea Adventure: Beginning in Early October Catalina Island Visitors Will Walk on the Ocean Floor

AVALON, Catalina Island, Calif. (September 22, 2010) — The Santa Catalina Island Company has received government approval for its Sea Trek® Undersea Adventure. Sea Trek, located at Descanso Beach, is a unique, first of its kind on the West Coast, underwater experience. Visitors will be given an excellent interpretive and environmental education while walking on the bottom of the ocean. Beginning in early October, trekkers will see eye-to-eye with orange Garibaldi, be immersed in a colorful schools of fish and observe the graceful giant kelp forests.

During the new guided undersea adventure, open to adults and children eight or older, trekkers wear specially designed diving helmets, which allow them to walk along the ocean floor, without dive certification or experience. Sea Trek will place guests up close and personal with the incredibly diverse underwater ecosystem for which Catalina Island is known. Catalina's underwater environment will now be accessible to nearly everyone, allowing for underwater exploration without the investment of precious vacation time in specialized training.

The crystal blue seas off the Avalon coast, the clearest in Southern California, are known worldwide and have been voted one of the healthiest marine environments on the planet by SCUBA Diving Magazine. Beneath the waves participants may find themselves surrounded by teeming schools of mackerel or anchovies; observe sea lions or a solitary bat ray gliding through the blue water; or even catch a glimpse of an octopus or California Lobster hiding among the rocks. Laminated fish finders will help them identify the unique marine life found off the island's shore. The Sea Trek tours are being launched at a time

when Catalina's waters are the clearest—October—ensuring an even more spectacular experience. The adventure will take about 90 minutes and cost \$89.00.

The Sea Trek experience is a very user-friendly experience. The helmet diving system features three times the amount of air needed for normal breathing delivered to the helmet. The operator of Sea Trek, Sub Sea Systems, has conducted over 1 million incident-free experiences to date, and Sea Trek professionals lead all tours. To further enhance the safety aspect of the experience, Sea Trek is conducted in depths of less than thirty feet.

For more information on the new Sea Trek Undersea Adventure, visit www.VisitCatalinaIsland.com.

###

About Santa Catalina Island Company

Located off the coast of Southern California, Catalina Island is a popular destination known for an array of outdoor activities as well as its vibrant history as a glamorous retreat for Hollywood celebrities. Travelers to the island can now enjoy Santa Catalina Island Company's new Zip Line Eco Tour, Sea Trek Underwater Adventure and newly renovated Descanso Beach Club and Pavilion Hotel and the new Avalon Grille restaurant. These new venues and activities compliment the Company's famous Country Club Restaurant and Pub as well as its Discovery Tour operation offering 22 land and water tours around Avalon and the Island. Other activities include; hiking, bicycling, buffalo safaris, fishing, boating, kayaking, snorkeling, golfing, or relaxing on the beach. The Santa Catalina Island Company has operated much of the lodging, dining and tour options on the island for over 116 years.