



DIVING EQUIPMENT & MARKETING ASSOCIATION

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For Immediate Release:

September 21, 1998

NBA Superstar Slam Dunks Scuba; Enjoys Underwater Wonders of the Cayman Islands

Georgetown, Grand Cayman – Never at a loss for words, NBA All-Star, Jayson Williams of the New Jersey Nets, didn't do a lot of talking before his resort scuba course in the Cayman Islands. But, after his first scuba dive, the articulate Williams had nothing but praise for the aquatic sights he experienced while under the water.

Williams traveled to Grand Cayman with three close friends to relax and experience the island's hospitality, especially the spectacular scuba diving that attracts divers from around the globe. "Everyone was scared at first, but once we saw the clear blue water, all the fish and the marine life, we all got very comfortable," he recalls.

Named to the NBA's "All-Interview" Team and a fan favorite, Williams said that this was one of the best vacations he had ever had. "I've told everyone about this fantastic place. In fact, I'm trying to get it written into my contract that we come to the Cayman Islands for training camp. Scuba diving is great exercise and I can't think of a better place to get in shape."

Williams' visit to Grand Cayman was co-sponsored by the Cayman Islands Department of Tourism and the Diving Equipment and Marketing Association (DEMA). A free-agent, Williams is already talking about a possible return trip for another diving adventure next year.

The Diving Equipment and Marketing Association (DEMA) is the non-profit, international trade association for the recreational scuba diving and snorkeling industries. The organization promotes these activities through a number of promotional programs and international trade shows held at various locations around the world.

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