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## PRESS RELEASE



Dear Scuba Diving Fitness Enthusiasts,

I am pleased to present the latest news for ScubaFit® and FitDiver®.

**ScubaFit® debuts the first in a series of mobile fitness applications for scuba divers. To purchase the application [click here](#).**

ScubaFit® is a supporter of Dive the Coast and I am pleased to be the California Public Relations contact for the event. Contact me via email at [gretchen@scubafit.com](mailto:gretchen@scubafit.com) with any interest or questions you may have.

The ScubaFit® logo has a new look for 2012.

Find us on Facebook!



## FitDiver® A Treasured Chest

### ScubaFit® Brings Fitness to Divers in a Mobile Application

***Navigating the waters of fitness for scuba diving may seem daunting however, these tried and true exercises for the major muscles of the upper body are as certain as the tides to develop "A Treasured Chest"***



ScubaFit® debuts the first in a series of mobile fitness applications for scuba divers. To purchase the application [click here](#). Available now in the Android Market, and soon in the Apple market, search for it by "fitdiver" or locate it in "scuba diving" or "fitness". Link to the application through the website at [www.fit-diver.com](http://www.fit-diver.com). Divers may also find FitDiver® on [Facebook](#) and [Twitter](#).

"It is the only fitness application for scuba divers you'll find, but we have more on the way," says Gretchen M. Ashton, CFT, NBF, and founder of ScubaFit®. This project compliments the PADI ScubaFit® Diver Distinctive Specialty Course, co-authored by Ashton. Gretchen explains, "While all divers now have access to our specialized workouts, the exercises will be most meaningful for divers who have completed the ScubaFit® Diver Distinctive Specialty. Both instructors and students have the greatest understanding of the benefits of physical fitness for divers and the applications function as an extension of the certification. The workouts encourage all divers to embrace a healthy, fit and active lifestyle."

FitDiver® Workouts are based on sound research including a health profile of the diving community and the unique physiological demands of the underwater environment. Scuba diving is often considered moderate-intensity activity. Yet, there are differences in the physical requirements for diving depending on the type of diving and the conditions. Diving may be recreational, technical, industrial or military. Conditions vary greatly in water temperature, visibility, currents and surf. Further, other stresses on human physiology must be considered in an underwater environment. Along with the proper gear, divers must also prepare with proper training, including physical fitness, for safety and performance. The ultimate physical fitness recommendation for scuba divers is to be in excellent health; free from disease, medical conditions and injury. As we go through life, we often have difficulty maintaining this clean slate. It is important for divers to know how to become and remain physically fit, prevent illness and injury, and rehabilitate and manage conditions such as high blood pressure, diabetes, heart problems, and obesity.



Kind Regards,  
Gretchen M. Ashton, CFT, NBFEE



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by Gretchen M. Ashton, CFT, NBFEE,  
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In addition to improving health and quality of life, physical fitness for scuba diving:

- Improves transportation of oxygen to muscles
- Reduces amount of air used
- Extends bottom time
- Increases physical endurance and reduces fatigue
- Facilitates carrying less weight
- Improves mental acuity
- Reduces the risk of decompressions sickness (DCS)
- Improves agility on boats and uneven terrain
- Improves comfort and movement on the surface and underwater
- Improves fin-kick efficiency and diving performance

The application(s) are developed, designed and marketed with the expertise of **Phrogger Interactive**, **Graphic Design by Brie**, [jb design](#), and **Loren Kurz**, Fitness Model. For more information contact: [gretchen@fit-diver.com](mailto:gretchen@fit-diver.com).

**[fit-di-ver]**

**a person who strives and achieves the required level  
of fitness in order to stay underwater for long periods  
of time and adapt to the elements presented**

Gretchen is registered with the National Board of Fitness Examiners. An advanced diver, International Sports Sciences Association personal trainer and fitness therapist, and world champion athlete, Gretchen developed ScubaFit® and the Comprehensive FitDiver® program. Gretchen is a co-author of the PADI ScubaFit® Diver Distinctive Specialty Course and is an Expert Speaker for Los Angeles County Scuba Advanced Diver Program and Underwater Instructor Certification Course. She is the Health and Fitness contributor for California Diver Magazine, has been published in Alert Diver United States and Asia-Pacific, Divetime.com, and is a Scuba Fitness Examiner at Examiner.com. Gretchen has appeared on Scuba Radio, presented at the Scuba Show, and has been featured in the President's Council of Physical Fitness and Sports newsletter for inspiring and innovative accomplishments in fitness, and on the Margaritaville Key West website culinary column. As an athlete she set 21 World and Americans records and was the second woman inducted into the AAU Power Lifting Hall of Fame.

ScubaFit • 1204 Abelia Avenue • Carlsbad, CA 92011

<http://www.fit-diver.com>

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