

Scuba Show Long Beach

5/30/26

“Embrace The Global  
Blue Friday Phenomenon:  
Don't Shop... Dive!”

By Gil Zeimer

# What We'll Cover

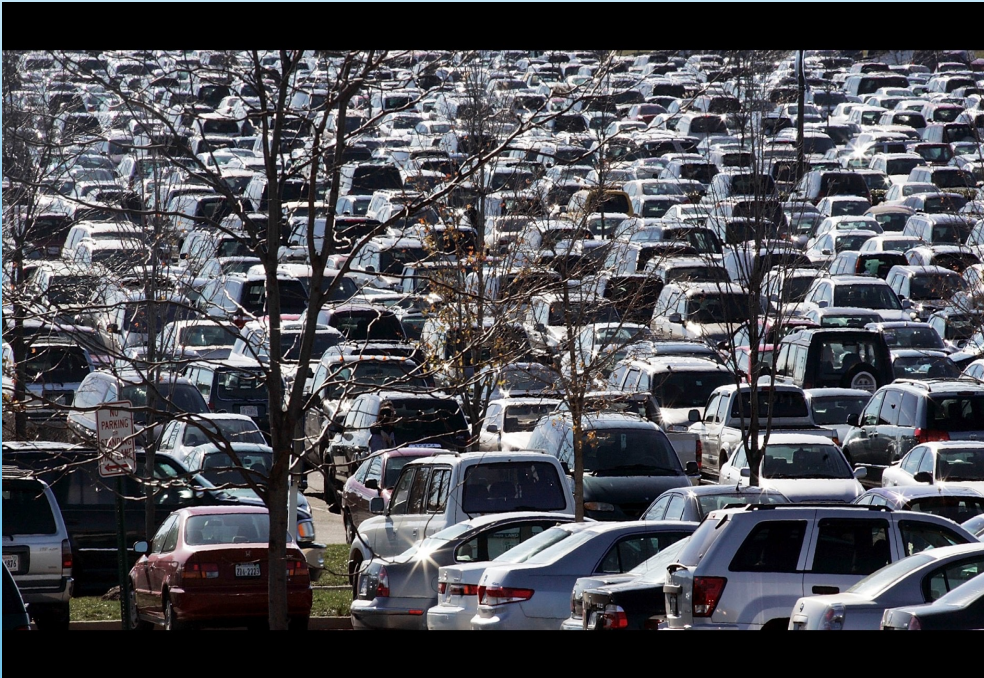
- History of Blue Friday
- How it's evolved over 5 years
- Who's participated to date
- How you can participate
- My role as publicist/cheerleader
- Ask questions at anytime

## Fast Facts

- Resort course 1981
- Certified in 1985
- Written >300 articles
- Author of “Scuba Storyteller”
- Married to a non-diver
- Live in San Rafael, CA



Which do you prefer on Black Friday?



Trying to park here?

OR Parking yourself here?

Which do you prefer on Black Friday?



Being mauled at the mall? OR Answering the call?

Which do you prefer on Black Friday?



Saving a few bucks?

OR



Taking a few shots?

# Blue Friday = Diving on Black Friday

- Launched in 2021 by Ken Carter of the [MarinScubaClub.org](http://MarinScubaClub.org)
- Took his son to Point Lobos, CA.
- Wanted to give back to the Earth and skip plastic consumerism
- Anyone can participate



# Blue Friday By The Numbers

- 2021: 6 divers, 1 country



- 2022: 10 divers, 1 country



- 2023: 15 divers, 2 countries:  
US, Honduras



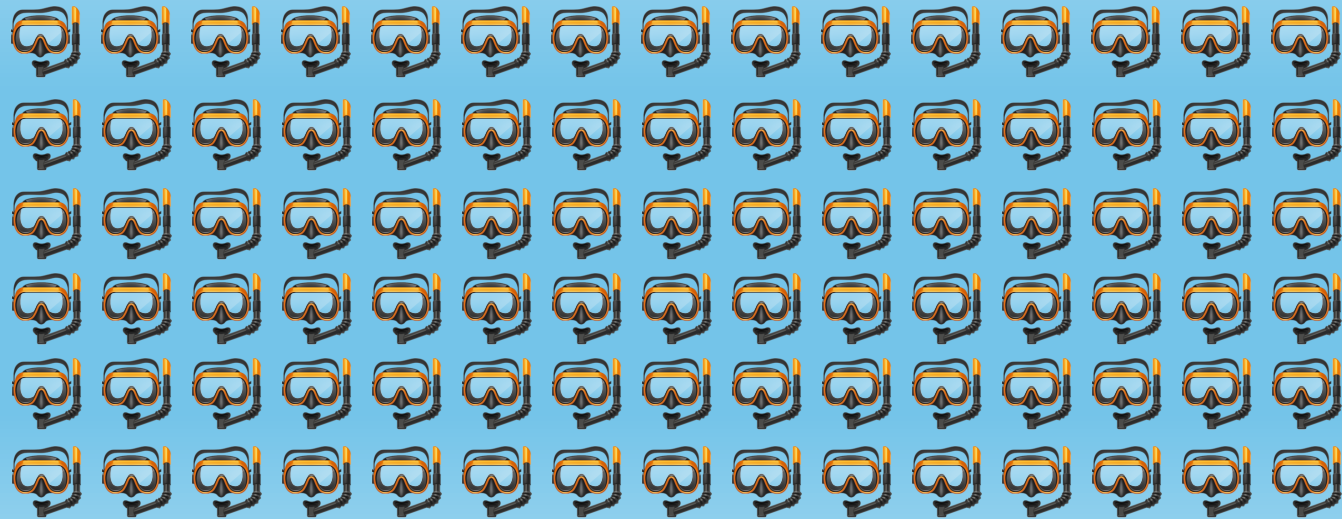
# Blue Friday By The Numbers

- 2024: 20 divers, 4 countries:  
US, Mexico, Honduras, AU



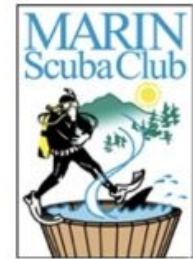
# Blue Friday By The Numbers

- 2025: >75 divers, 4 continents



- The 3 Tipping Points in 2025

- 1) A Global Alliance



# 2) Article in California Diving News

californiadivingnews Story by Gil Zeimer

## GOING SHOPPING ON BLACK FRIDAY? CELEBRATE BLUE FRIDAY 5.0 INSTEAD

**H**ere's a multiple-choice question... Which would you rather do on the day after Thanksgiving?

- A. Get up at the crack of dawn to fight a horde of shoppers for deeply discounted items and get mauled at the mall?
- B. Eat leftovers for breakfast (turkey and egg omelet), lunch (turkey and cranberry sauce sandwich), and dinner (turkey à la king)?
- C. Chillax and go scuba diving?

The correct answer to give back to the Earth and skip plastic consumerism is 'C'.

In fact, this healthy alternative to Black Friday is called 'Blue Friday.' It's now in its fifth year, and its slogan is 'Don't Shop, Dive.'

Today, more divers are getting wet in more than 170 countries year-round, while the absurdity of fighting the crowds to find the year's best bargains is being celebrated in over 120 countries.

**The first Blue Friday: A new holiday tradition**  
Since 2021, the Marin Scuba Club and the Dive Club of Silicon Valley, both in Northern California, have been embracing Blue Friday, which was the brainchild of Kenneth Carter of Mill Valley, CA.



Ken Carter and his son. Photo by Miss Sewed, 2021

He said, "I was inspired by REI closing its stores the day after Thanksgiving. That's why the members of both of these clubs are avoiding the malls to diving at Point Lobos State Natural Reserve in Carmel-by-the-Sea, within the Monterey Bay National Marine Sanctuary.

"It started as an excuse to take my son, who had just gotten his Open Water certification, diving in California waters throughout the year. I woke up one morning and virtually no other divers the first year, we decided to launch a second annual trip the next year, and have tried to dive every year since."

**The second Blue Friday: Varying visibility at Point Lobos**  
When Robert Louis Stevenson lived in Monterey in 1879, he called it "The most felicitous meeting of land and sea in the world." Though we all know that it's beautiful, above and below the waves, ten divers from the two dive clubs braved the chilly Point Lobos waters, rough seas, and varying visibility for the second annual Blue Friday in 2022.

Their logbooks reflected encounters with rockfish, kelpfish, and a small herd of sheephead. Sadly, they discovered that purple sea urchins had destroyed the preserve.

**The third Blue Friday: High tides and churned up water**  
For 2023, we heavily promoted Blue Friday in California Diving News and other media outlets with the hopes that more divers would participate in more locations. Unfortunately, Mother Nature had other ideas. On the Monterey Peninsula, Jim Van Gogh, a member of the Dive Club of Silicon Valley, reported: "My buddy and I ascertained that the conditions were less than stellar. The tide was very high, with a big swell. The water was very churned up, aerated, and dirty. So, we bailed on the dive and just 'hiked'."

But Kerwin Lewis, a Marin Scuba Club member who lives on the Big Island of Hawaii, and Natalie and Shannon Shuman, the American co-owners of Sun Divers Roatan, both enjoyed warm weather and excellent visibility.

**The fourth Blue Friday: Finally, a global fingerprint**  
Even though the weather negatively affected diving for Blue Friday 2023 in California, some of its positive news spread to other parts of the globe. The result? It was embraced by more people in more places than ever before:

- In the southwestern Pacific, Terry and Cathie Cummins of Dive Queensland spent Blue Friday in the Coral Seas, Australia, on Mike Ball Dive Expeditions' Spoilsport to dive Ashmore Reef and Raine Island.
- In the mid-Pacific, Kerwin Lewis, chartered a boat with Blue Wilderness Dive Adventures out of Kawaihae Harbor in Hawaii. He exclaimed, "Ideal diving conditions. Surface temperature 83°, water temperature 80°. Visibility was the best I've seen in months – about 100 feet!"
- In the eastern Pacific, our friend



Terry and Cathie Cummins. 6/8/2023



Kerwin Lewis, Big Island, 2024

8 CALIFORNIA DIVING 27 WWW.DIVERNET.COM

californiadivingnews

**Join us for Blue Friday 5.0 - 28 November**  
Like last year, Blue Friday is again falling on the last weekend of November. As always, members of several Northern California dive clubs will convene at Point Lobos in Carmel, California, for some shore dives. If the weather is mild, they may extend the trip with shore dives for a Blue Saturday on 29 November in the Carmel/Monterey area, or even for Blue Sunday on 30 November.

In addition, our colleagues are again poised to get wet on the Big Island of Hawaii... Sun Divers Roatan will host a 'Dive Against Debris' at its PADI Adopt The Blue dive site, joined by members of The Coral Reef Alliance, then will conduct a beach clean-up that evening in Half Moon Bay... Our amigos at Amigos del Mar in Mahahual, Mexico, will do some drift dives in the Western Caribbean... Our mates at Dive-Queensland.com in Australia will dive in the Coral Sea, as will our new connections at NECO Marine in Palau... with more participants to come.

Stateside, Marin Diving Center in San Rafael, CA, will host training classes in its pool. Jami Leslie Feldman has plans to dive in San Diego if weather and conditions permit, and the 216-member Chicago Undersea Explorer Society will be using Roosevelt High School's facilities for a Blue Friday celebration.

**Or organize your own Blue Friday event**  
We invite you to organize your own Blue Friday celebrations. It's this easy:

For divers: Go diving the day after Thanksgiving, or anytime that week, then send an email to [gilzeimer.com](mailto:gilzeimer.com) to let me know you participated, attach a photo or two, add a description of where you went and what you saw, or include a link to your social media. I'll include it in a follow-up story later this year.

For dive shops, boats, and resorts: Kick off your holiday sales a week earlier or all week long, from Monday through Sunday, to free up divers who want to 'Dive... Then Shop!' Or lead a group Blue Friday dive event to a beach or lake near you.


Wherever you are, warm or cold water, great vis or not, start planning your Blue Friday 5.0 dive for the last weekend of November. Ask your dive group, shop, club, and buddies to join you, but if you can't get wet, at least visit and support your local shop during its holiday sale.

With your expanding global participation, Blue Friday can continue to grow as an evergreen holiday event each year. ■

**About the author**  
A PADI-certified diver since 1985, Gil Zeimer has written more than 300 scuba articles, blogs, and newsletters that have appeared in over 25 magazines and websites. His first book, *Scuba Storyteller: Mostly Humorous Diving Tales by an Addicted AqueNut* is now available for pre-orders at [www.gilzeimer.com](http://www.gilzeimer.com) and will debut at DEMA. He lives in San Rafael, California.

**Jami Leslie Feldman**  
November 23 at 5:42 PM · IP  
celebrating 1000 days below the surface! Treated to beautiful blue water, excellent visibility, and calm waters! SoCal Fall diving at its finest! Came across this Friday man lobster on guarding some eggs. He let me get some beautiful photos with him and he looked like a boss. He did charge me at first, but on my camera rig and man-rumped me for a bit before he decided it was ok to take some photos. He and his female sides. He said on my camera rig long enough for me to get the depth off and got 8 seconds of video proof. lol. Video will be up later, check back! Hope you're spending some of this holiday weekend outside!


BlueWaterDiverPaparazzi  
BlueWaterDiverPaparazzi Facebook WhatsApp Instagram Twitter YouTube




BlueWaterDiverPaparazzi, 2024

Jami Leslie Feldman of "UnderwaterPaparazzi" dove in San Diego, California. She added, "What a day below the surface! Treated to beautiful blue water, excellent visibility, and calm waters!"

- Here in California, Mike Smith of Marin Scuba Club, and Chris Cervellone of Sea Divers Scuba Dive Club in Redondo Beach, chartered the Peace Dive Boat for three days to San Miguel in the Channel Islands, CA, with 15 other adventurers. They encountered clear skies, good visibility, above-average temperatures, and exceptional conditions for lobster hunting and diving.
- In the Western Caribbean, Heiko Goetze of Amigos del Mar, dove at Banco Chinchorro and Mahahual Reef. He reported, "Water temp was 84 F. Viz was 50-100 feet. Saw nurse sharks, eagle rays, turtles, and lots of tropical fish."
- About 550 miles south, Natalie Shuman of Sun Divers Roatan focused on "Changing Black Friday to Blue Friday" by swapping the shallowness for something deeper. Water temp was 82. We didn't find a single piece of debris, but we did find a hammerhead."




Chris Cervellone and son, Channel Islands, CA, 2024



Amigos del Mar, Banco Chinchorro. Photo by Heiko Goetze, 2024

WWW.DIVERNET.COM CALIFORNIA DIVING 29


## 3) A Press Release in Dive News Wire



**DiveNewsWire**  
A QUARTER CENTURY OF BREAKING NEWS

Dive Equipment ▾ Industry News ▾ Divers Alert Network (DAN) ▾ Dive Travel ▾ Training/Education ▾ World of Diving ▾ DEMA Association ▾ Environment ▾ DEMA Show ▾

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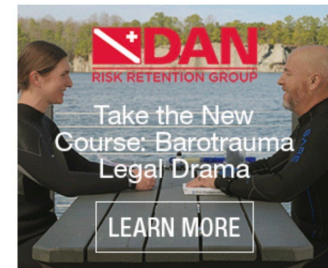
# “Blue Friday 5.0” Gains Global Recognition Through Marin Scuba Club, The Reef-World Foundation, and Sun Divers Roatan

By [Reef-World Foundation](#) ⌚ November 24, 2025

“Blue Friday”, a grassroots initiative that was launched by [Marin Scuba Club](#) of Northern California in 2021 on “Black Friday”, is celebrating its fifth anniversary with global recognition through an alliance with [The Reef World Foundation](#) ([Green Fins](#)’ international coordinator), and [Sun Divers Roatan](#).

The day following Thanksgiving is traditionally called “Black Friday” when millions of shoppers seek holiday gift bargains in over 120 countries worldwide. But a Marin Scuba Club member, Kenneth Carter of Mill Valley, CA, has been urging his dive buddies to partake in a healthier alternative with Blue Friday, and its slogan, “Don’t Shop. Dive.”

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# Blue Friday 5.0 Participants

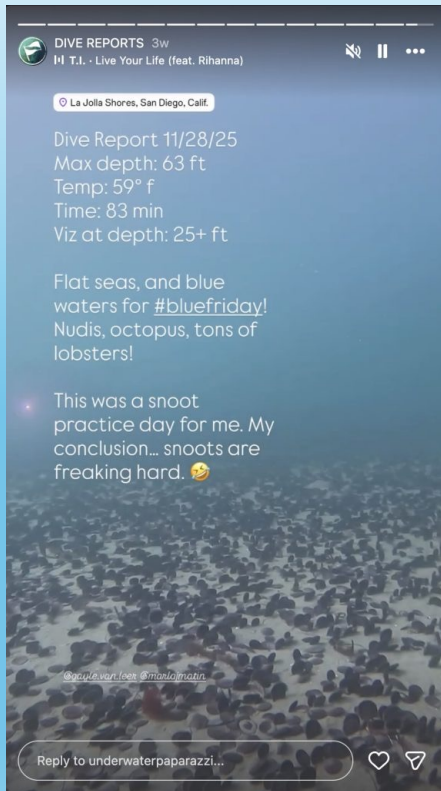


57 F., Viz: 10-30': Pt. Lobos



85 F., Viz: 30' (Pool)

# Blue Friday 5.0 Participants



59 F., Viz: 25': La Jolla

63 F., Viz: 30' Viz: Catalina

# Blue Friday 5.0 Participants




80 F., Viz: 50+': Kona



Air: 32 F.; Water: 80 F.: Chicago

# Blue Friday 5.0 Participants





**BLUE  
BLACK  
FRIDAY**  
*Sale*

Dive with us:  
📍 Satanka Cove - 9AM

Discounts and deals all day!  
Gear up for your next  
adventure.

ON SELECT ITEMS.  
*November 28th*  
www.highplainsscuba.com









 **Blue Planet DC**  
November 25 at 10:01AM · 🌐

This season, along with our Black Friday sales, we are excited to offer something different. ...  
[See more](#)

## BLUE FRIDAY

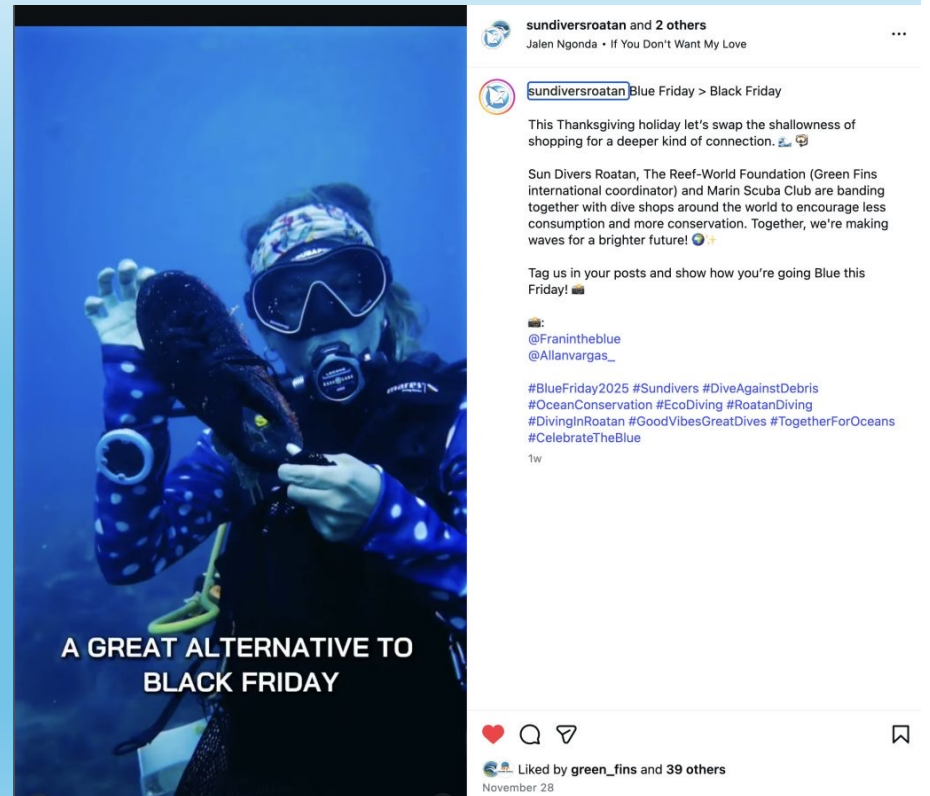
### GIVE THE GIFT OF OCEAN CONSERVATION

- Nov 30: Rock Clean Cleanup
- Dec 6-7: PADI AWARE Dive Against Debris
- Dec 10: PADI AWARE/REEF Fish ID
- Dec 11: PADI AWARE Specialist
- Dec 18: PADI AWARE Coral Conservation
- Join the Blue Planet Dive Against Debris Team 2026

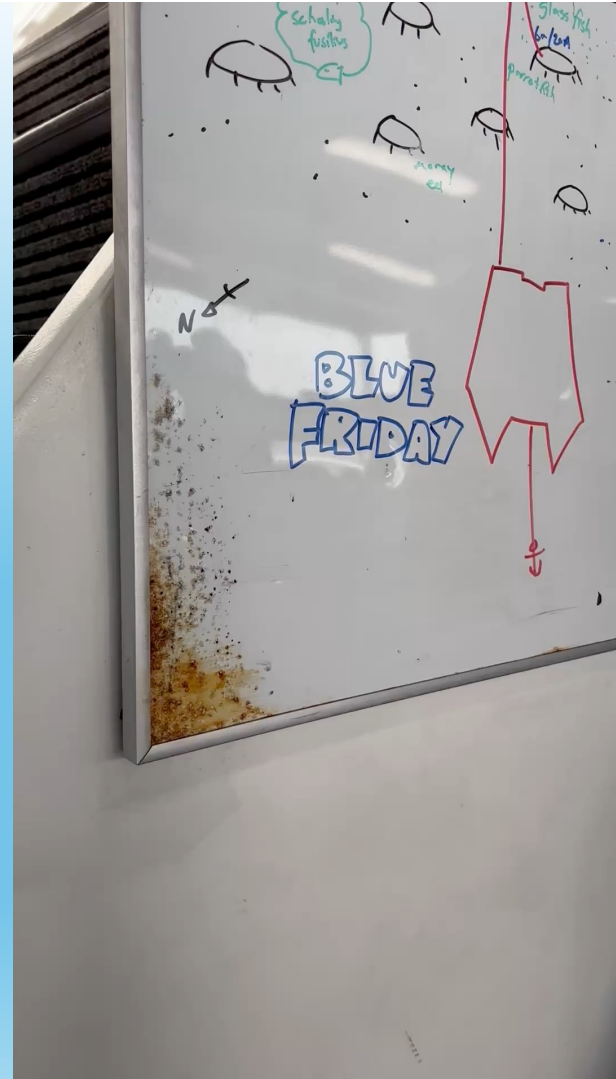
# Blue Friday 5.0 Participants

- Sun Divers Roatan hosted a PADI Dive Against Debris and beach clean-up = 94.48 lbs. trash
- “Blue Friday is our favorite kind of gathering – locals, visitors, and our entire dive tribe coming together for one purpose: protect the ocean we all love and share.”  
– Natalie Shuman, co-owner



# Blue Friday 5.0 Participants

- Dive Queensland
  - 22 passengers on Mike Ball's Dive Expeditions' Spoilsport for 6 days
- From the USA, UK, France, China, and Australia



# Blue Friday 5.0 Participants



**phiphibanadiving and green\_fins**  
Phi Phi Islands, Thailand

**phiphibanadiving** Blue Friday has arrived, and the ocean is calling a little louder than usual.

For this special week, our SSI Ecology Specialties drop from 3,500 THB to 2,900 THB, a gentle push to explore the Blue Planet more deeply.

Choose your path through the underwater world:

- Sea Turtle Ecology, Coral Identification
- Coral Reef Restoration, Marine Ecology
- Nudibranch Ecology

Each one opens a window into the secrets of marine life, with biology, behavior, ecosystems, threats, and conservation woven together in ways that change how you see the ocean forever.

And the best part?  
No diving certification needed.

These programs are for everyone: ocean lovers, snorkelers, beginners finding their confidence, experienced divers wanting to be more eco aware, families, curious travelers, any age and any background.

They are designed to teach understanding, not underwater skills, unless you would like to combine the course with a diving experience, which we are always happy to arrange.

Learn online or in the classroom.

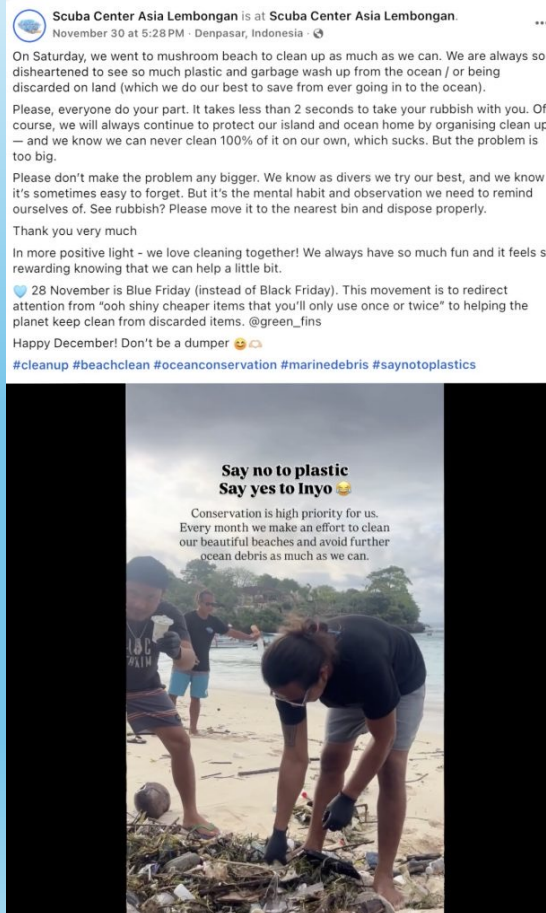
Go at your own pace.  
Let the ocean's story unfold in front of you.

In this Blue Friday spirit, let us choose experiences that give back, knowledge that helps protect what we admire, awareness that inspires better choices, and conservation that begins with each of us.

Like by green\_fins and 18 others  
November 27

Add a comment... Post

# Blue Friday 5.0 Participants



# Blue Friday 5.0 Participants



**gurudive** [Follow](#)

Guru Dive Dalış Eğitim ve Etkinlik Merkezi

**gurudive** 1w

28 November at West Istanbul Marina, we meet at Guru Bay. As a proud Green Fins member, we're joining the #BlueFriday movement to protect and preserve our seas.

28 Kasım West Istanbul Marina Guru Bay'de buluşuyoruz. Green Fins üyesi olarak #BlueFriday etkinliği kapsamında denizlerimizin korunmasına destek oluyoruz.

#bluefriday #greenfins #padiaware #savetheocean

@green\_fins @padiaware  
See translation

25 likes  
November 18

Add a comment...

# Blue Friday 6.0 Participants to Date

- Marin Scuba Club/Amigos Del Mar: Banco Chinchorro
- Sun Divers Roatan - 4<sup>th</sup> year
- GreenFins.net: 1,500 marine tourism operators
- Reef-World.org: A coral reef conservation charity
- Dive Queensland - 3<sup>rd</sup> year
- DivePlanit.com - An Australian Dive Travel Agency
- The Coral Reef Alliance: Coral.org
- Jami Leslie Feldman: #Underwater Paparazzi
- Chicago Underseas Explorer Society (CUES)
- Dive Academy Fiji
- West Side Scuba Center, Barbados
- Family Divers/Kids Sea Camp at Dive St. Lucia

# Blue Friday 6.0 Participants to Date

- Blue-Friday.ca: Ocean conservation NPO in Canada
- Jack's Dive Locker, HI
- Dive Carib, Antigua
- Alacosta Divers, Orinda, CA
- Desert Dolphins, Tucson, AZ
- DivePacific.co.nz
- High Plains Scuba Center, CO
- Blue Planet DC
- PURP (Purple Urchin Removal Project), Northern Calif.
- Rainbow Reef Divers, Key Largo, FL
- Howard Rosenstein, Israel
- Scuba Show Long Beach
- Dive News Wire
- Scuba Radio
- Best Publishing Company
- Scuba Diving Industry Mag.

# How to Participate in Black Friday 6.0

- Black Friday is celebrated in 120 countries; people dive in 170 countries
- Get wet with your dive club members
- Go diving, snorkeling or ocean swimming
- Sponsor beach clean-up or a Dive Against Debris
- Promote ocean awareness, protection, and marine conservation to create a positive wave of change
- Publicize it on social media; send me an email so I can promote it in advance and archive it later

# How to Participate in Black Friday 6.0

If you're a retailer, liveaboard, resort or other dive operation:

- Host a “Black and Blue Friday Event” -- a Black Friday Sale and a Blue Friday Dive
- Stagger your Black Friday sales: kick it off a week earlier or host it all week long
- Host a Blue Friday Beach or Debris Clean-Up
- Charter a boat on Blue Friday, Blue Saturday, and Blue Sunday

# Blue Friday 6.0 Target Participants

- California Diving News / Scuba Diver NA/UK/AU/NZ
- Scuba Diving Magazine
- DEMA
- PADI / PADI Aware
- NAUI
- SSI
- The Avelo System
- Aggressor Adventures
- You??? – Let's hear some of your ideas...

Any Questions?

Who wants to become a  
Blue Friday Ambassador?

Follow me:

Facebook Instagram LinkedIn  
[www.ScubaStoryteller.com](http://www.ScubaStoryteller.com)

To participate, email: [gil@zeimer.com](mailto:gil@zeimer.com)