

February 1 through June 15, 2010

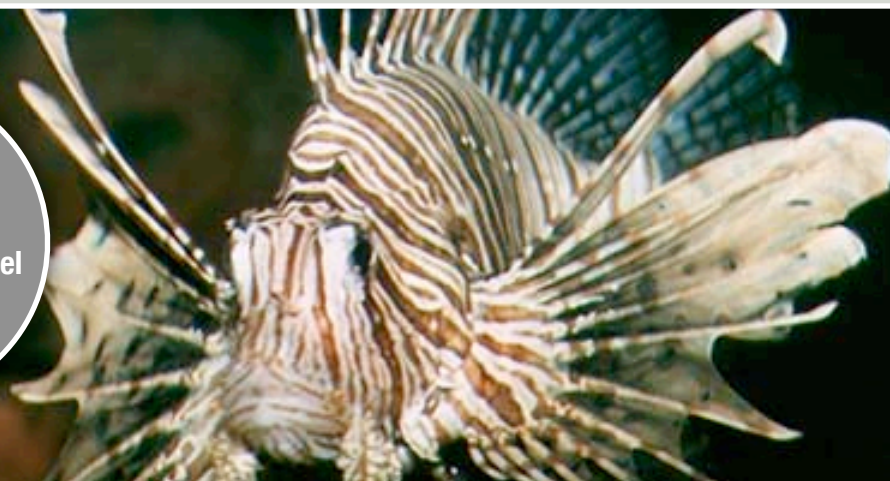
# Blue Magic

## SCUBA

### Lionfish Tournament

Come join us - help the ecosystem and win a trip to Cozumel

Lionfish are invasive with no known natural predators in Cozumel or the rest of the Caribbean



## LIONFISH AND BLUE MAGIC SCUBA

**Come join Blue Magic Scuba in our first annual Lionfish Tournament - help us rid the reef of this unnatural predator and win a free dive trip or scuba gear from your dive shop - do your part to improve our ecosystem !**

The lionfish, native to the Indo-Pacific region, have infiltrated their way into the Caribbean. Their introduction is believed to be a result of 1992's Hurricane Andrew shattering a tropical fish tank spilling six fish into Biscayne Bay. They now have been spotted along the eastern seaboard and Caribbean spanning as far north as Rhode Island and as far south as Belize. Protected by venomous spines, lionfish are voracious and effective predators. When hunting, they herd and corner their prey using their pectoral fins, then quickly strike and swallow their prey whole. With few known natural predators, the lionfish poses a major threat to coral reef ecosystems in the Caribbean region by decreasing survival of a wide range of native reef animals via both predation and competition. The rapidly spreading lionfish could be as lethal as overfishing and climate change to Caribbean reefs and marine life.

Unfortunately, lionfish don't fall for the hook and line approach and they are hard to get into fish traps. The only way to catch them is to dive with nets.

Blue Magic Scuba, with your help, will try to decrease the lionfish population on the reefs of Cozumel from February through June 15, 2010. Join us in our first ever lionfish tournament and win one of three free dive trips or a gift certificate to your favorite dive shop. Prizes will be awarded for the:

**Largest fish** (by weight)

**Most fish caught per day** and

**Most fish caught** (with no limit on the amount of dives that can be included in the total)

Come dive with Blue Magic Scuba on the enchanting reefs of Cozumel, have fun, do your part to help the ecosystem, and participate in a tournament where everyone can be a winner - except, perhaps, the lionfish !!!!!



### Dive Shops or large groups ....

email Joyce at [joyce@bluemagicscuba.com](mailto:joyce@bluemagicscuba.com) for special offers during the tournament period.

# Blue Magic

SCUBA

## TOURNAMENT PRIZES & RULES

**Dive with our dive masters and point out lionfish for them to catch with their nets. The more fish you spot and they catch - the better your chances of winning and you will help the reefs of Cozumel.**

### Tournament Prizes

**1st prize:** For the most lionfish spotted by a diver and caught by their dive master during the entire contest period (February 1 - June 15, 2010) A \$500 Gift Certificate for scuba diving gear at the dive shop of your choice.

**2nd Prize:** For the largest lionfish spotted by a diver and caught by their dive master during the entire contest period (February 1 - June 15, 2010) Five, 2-tank dives at Blue Magic Scuba, redeemable between July 1 and November 30, 2010.

**3rd Prize:** For the most number of lionfish spotted by a diver and caught by their dive master during a single day of diving during the contest period (February 1 - June 15, 2010) Three, two-tank dives at Blue Magic Scuba, redeemable between July 1 and November 30, 2010.

**GRAND PRIZE:** Each time a diver spots and their dive master catches a lionfish on their dive trips with Blue Magic Scuba during the contest period, they will be entered into a drawing for the Grand Prize of a 4 night stay at the Fiesta Americana with 3 days of 2-tank dives with Blue Magic Scuba, redeemable between July 1 and November 30, 2010. The more fish you spot and catch the more chances you have to win.

### Tournament Rules

1. Contestants (divers) must never touch anything on the reef (it is against Marine Park Regulations, and divers cannot wear gloves). The divers who spot the lionfish must signal their dive master to come and confirm the species, and the dive master will catch the fish. We do not want our divers exposed to the lionfish's poisonous spikes.
2. All divers that dive with Blue Magic Scuba during the contest period are eligible to participate and will be automatically entered into the contest if they choose to participate.
3. All lionfish caught by the dive masters will be brought to the shop and counted and weighed that day.
4. All persons spotting a lionfish that is caught by their dive master will be automatically entered into the drawing for the Grand Prize.
5. The prizes will be determined and awarded on June 17, 2010, and the winners will be notified via email.



### **There's more than lionfish ....**

Discover what led Cousteau and his crew of the *Calypso* to film *Silent World*. Explore all the reefs of Cozumel - from Santa Rosa Wall to Palancar, Tunich and Maracaibo - come drift with us....