



MEDIA RELEASE

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Float Like A Duck releases Water Safety Tips Video Series for National Water Safety Month

May is National Water Safety Month

(LAS VEGAS, NV) May 6, 2022 – Float Like A Duck™ releases a series of on-line video PSAs to promote Water Safety as part of National Water Safety Month. The award-winning Float Like A Duck water safety initiative is presented by Paragon Pools in Las Vegas, NV.

Each of the PSAs provides important safety tips on a specific “water centric” environment. Our goal is to educate families on steps they can take to keep their loved ones safe by bringing attention to situations and provide them with a pro-active safety tip to ensure a safe and fun lifestyle.

“Water safety encompasses all types of water-related environments not just the pool, therefore each year we brainstorm on how we can share the water safety message in different capacities,” states Joseph Vassallo, CBP president of Paragon Pools and founder of Float Like A Duck. “The PSA’s target situations and/or elements that adults may not consider to be a vulnerable setting for their child.”

Available on the YouTube playlist, <https://youtube.com/playlist?list=PL-TZ9WH-lfx8w6IRgJpsJ-Hcrarcflo2N> , a different PSA will be promoted on social media channels each Sunday in May.

The PSA’s are produced by Mary Vail, MBA Publicist with Joseph Vassallo, CBP president of Paragon Pools providing voiceovers for two of the videos. The Southern Nevada YMCA and Surf Lifesaving del Sur founder Laine Pepper assisted with the Spanish translation in the Open Waters PSA.

Water Safety Tip PSA series:

- ***Pool Safety Includes Layers of Barriers*** – PSA stresses the importance of barriers, noting that doggie doors are an often-overlooked access point to the backyard pool.
- ***Family Outing Water Safety Tips*** – PSA stresses 6 safety tips for a family outing.
- ***Open Waters Water Safety Tips*** – PSA highlights safety tips for activities in open waters.
- ***Home Water Safety Tips*** - PSA identifies 12 Safety Tips for one’s home.
- ***Flowing Waterways*** – PSA highlights flowing waterways and the allure it can have on children.



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Float Like A Duck will celebrate the 19th anniversary with its annual event on Saturday, May 28, 2022, 12 noon- 3pm at the Bill & Lillie Heinrich YMCA Outdoor Water Park, 4141 Meadows Lane in Las Vegas, Nevada. The event featuring exhibits, hands-on activities, learn-to-float classes, and open swimming is FREE and Open to the Public!

National Water Safety Month is an annual awareness campaign coordinated by the Pool & Hot Tub Alliance (PHTA) with support from the American Red Cross, National Recreation and Park Association and World Waterpark Association. <https://nwsmphta.org/> Paragon Pools is a long-time member of the PHTA.

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About Float Like A Duck™

Founded in 2003, Float Like A Duck™ is an award-winning public service water safety initiative created by Paragon Pools of Las Vegas with a mission of “Educating the public on the importance of safety while celebrating the joys of water sports.” The initiative focuses on ENFORCING the ABC&D’s of water safety, with a BIG emphasis on A-adult supervision. Paragon Pools is a member of the Pool & Hot Tub Alliance (PHTA). FMI go to <https://www.paragonpoolslv.com/float-like-a-duck>

Educating the public on the importance of safety while celebrating the joys of water sports, this award-winning water safety program has been recognized by the President’s Council on Sports, Fitness & Nutrition, Nevada Governor’s Points of Light Awards, the National Drowning Prevention Alliance, and the National Water Safety Congress.

Float Like A Duck is an official partner of the YMCA’s Safety Around Water program, and Pool Safely, a program established by the US Consumer Product Safety Commission. In addition, Float Like A Duck was also recognized by PHTA- Step Into Swim with a generous grant to utilize towards free swim lessons for at-risk youths in the Las Vegas community.

2022 program partners include the YMCA of Southern Nevada, Las Vegas Metro, Las Vegas Metro Volunteers, Las Vegas Fire & Rescue, Danny Romero Designs, the City of Henderson, UMC Children’s Hospital of Nevada, Nevada Highway Patrol, Hearts Alive Village Las Vegas, Nevada Desert Mermaids, KVVU FOX-5, Ovia Entertainment, the City of Las Vegas, the SNCDPC, Clark County, the SNHD, Las Vegas Sky Cam LLC, Siegfried & Roy’s Secret Garden and Dolphin Habitat at the Mirage, LaBuena 101.9, Mary Vail MBA Publicist, REAL 103.9, 95.5 The Bull and the National Drowning Prevention Alliance, along with pool industry partners the Pool and Hot Tub Alliance, National Water Safety Month, Paramount Pool and Spa Systems, Fluidra, Cover Pools, Adams Pool Plastering, PoolCorp and National Pool Tile.



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