

For Immediate Distribution & Airing
PSA- Water Safety Video: English & Spanish Versions
Contact: Mary Vail, MBA Publicist
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Float Like A Duck and UMC Children’s Hospital Collaborate on Water Safety PSA

PSA Focuses on Water Safety Tips for Children 1-4 years of age.
DOWNLOAD: “Family Time: The Joys of Water Activities with Your Child”
https://youtu.be/_PswaRj65ys *English*
https://youtu.be/gvtSVmCQN_I *Spanish*

(LAS VEGAS, NV) June 22, 2021 – In an effort to bring more awareness to the importance of water safety especially with regards to young children between the ages of 1-4 years, Float Like A Duck™ has teamed up with UMC Children’s Hospital to create an informative and educational Public Service Announcement (PSA), “*Family Time: The Joys of Water Activities with Your Child.*”

The PSA features Float Like A Duck’s water safety mascot, Duckie, along with key UMC Children’s Hospital personnel, Dr. Jay Fisher, Medical Director of the Pediatric Emergency Department and Xochitl Kambak, Registered Nurse of the Healthy Living Institute at UMC, who provide five crucial water safety tips in English and Spanish.

As explained in the script:

Some of the most joyful, fun, and memorable moments you will spend with your children involve water activities; from baths to pool time, washing the car and visiting natural waterways like the lake or beach.

But much like other activities such as going for a ride in the car, playing with toys or visiting the park, you need to take precautions to ensure your child’s safety.

Ages 1-4 are significant in your child’s development. At this age, they become more active and curious. And water, with its sparkling surface & unique qualities, often attracts the attention of little ones.

Water activity is important to a child’s mental and physical development, so let’s review some important safety tips!

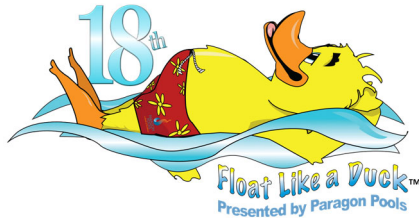
But sadly, according to the CDC, drowning is the No. 1 cause of injury-related deaths for children ages 1-4. Therefore, the PSA highlights important water safety tips to protect this vulnerable age group.



“Educating the public on the importance of safety while celebrating the joys of water sports.”

FMI go to <http://www.paragonpoolsnv.com/float-like-a-duck>

Follow Duckie at FB: @floatlikeaduck T: @duckieparagon In: @duckiefloatlikeaduck



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“We are always striving to create new water safety messages and mediums to share with the public,” states Joseph M Vassallo, CBP, PHTA Fellow, Creator of Float Like A Duck and President of Paragon Pools. “UMC is a renowned voice in our community and the authority in Pediatric care. Their participation in the PSA provides another level of credibility and expertise to the messaging.”

The volunteer driven PSA was created and produced by Mary Vail, MBA Publicist. Assisting Vail with production was KOI Visual who provided videography, sound, and editing.

“UMC Children’s Hospital takes pride in working alongside our community partners to raise awareness about the importance of water safety,” said Dr. Fisher. “While UMC Children’s Hospital is always ready to provide the highest level of care for Southern Nevada’s youngest and most vulnerable patients, our team recognizes the importance of prioritizing community education to help prevent life-threatening accidents.”

Accompanying Dr. Fisher and Kambak on screen is an enthusiastic group of community-minded households who were eager to participate in demonstrating the water safety tips.

In addition, to shooting at UMC Children’s Hospital, Lake Mead National Park and several residential homes, YMCA Aquatics provided filming opportunities including the Heinrich Y’s Water Park and during several of the Centennial Hills parent/child swim classes. UMC and the YMCA of Southern Nevada are long-time water safety partners with Float Like A Duck.

The water safety PSA will launch on June 22, 2021, and can be viewed at [https://youtu.be/ PswaRj65ys](https://youtu.be/PswaRj65ys) in English, and https://youtu.be/gvtSVmCQN_I in Spanish, as well as on various social media sites: FB: @floatlikeaduck T: @duckieparagon Insta: @duckiefloatlikeaduck .

Vassallo encourages Pediatric practitioners and the media to share the video as often as possible to reach community members across the state.

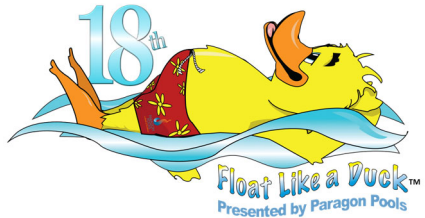
Media Notes: Media seeking PSA video files please email request to Mary Vail, MBA Publicist at maryvailmba@gmail.com



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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>

About UMC Children’s Hospital

UMC Children’s Hospital offers Nevada’s highest level of pediatric care, providing a wide range of exclusive and highly specialized services to the community’s youngest patients. UMC Children’s Hospital is home to Nevada’s only designated pediatric trauma center. UMC Children’s Hospital serves as the state's only hospital to be recognized and accepted as an associate member of the Children’s Hospital Association. UMC Children’s Hospital is staffed around the clock by board-certified and fellowship-trained pediatric emergency medicine and pediatric critical care physicians to provide young patients with the high-quality, specialized care they deserve. For more information, please visit www.chnv.org.



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