

**For Immediate Distribution & Airing
PSA- Water Safety Video: English & Spanish Versions**

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Water Safety PSA wins 2021 International VIDDY Award

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](https://youtu.be/PswaRj65ys) English

https://youtu.be/gvtSVmCON_I Spanish

(LAS VEGAS, NV) August 29, 2021 – Water Safety PSA “[Family Time: The Joys of Water Activities with Your Child](#)” wins GOLD in the 2021 International VIDDY Awards. The PSA produced in English and Spanish was developed 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™ teamed up with UMC Children’s Hospital and the YMCA of Southern Nevada to create the informative and educational Public Service Announcements. 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.

The VIDDY Awards, formerly the Videographer Awards identifies and recognizes video artisans who excel in the scope of their own environment. Winners range from network news operations to local cable access, from large production companies to freelancers, and from international advertising agencies to student producers. Over 2,500 entries from throughout the United States, Canada, and many other countries were submitted in the 2021 competition. The Gold Award was presented for projects that exceeded industry standards, approximately 17 percent of the entries won this award.

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. Accompanying Dr. Fisher and Kambak on screen was an enthusiastic group of community-minded households dubbed the Water Safety Ambassadors, who were eager to participate in demonstrating the water safety tips. A longtime partner of Float Like A Duck, the YMCA of Southern Nevada provided staff and filming opportunities at several of their area pools.

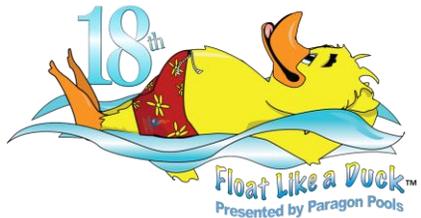
The volunteer driven PSA was created and produced by Mary Vail, MBA Publicist. Assisting Vail with production was KOI Visual who provided videography, sound, and editing.



“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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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 partner with Pool Safely, National Water Safety Month and the National Drowning Prevention Alliance and 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.

About the YMCA of Southern Nevada

Established locally in 1944, the YMCA of Southern Nevada is a 501c3 nonprofit and is one of the longest-serving and most-respected organizations of its kind in Las Vegas. The Y is one of the nation’s leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 22 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. <https://www.lasvegasyymca.org/> .

About Mary B Vail, MBA Publicist

Mary Vail, MBA is an award-winning Las Vegas based publicist known for her innovative PR and marketing campaigns as well as her philanthropic efforts that extend across the globe. She is the author of “What’s Your Philanthropic Footprint?”. Vail earned a BS from the University of Hawaii, an MBA from the University of Nevada-Las Vegas, Lee Business School Executive MBA program, and a Certificate in Social Sector Leadership from Berkeley University-BerkeleyHaas School of Business: Philanthropy University. <https://www.maryvailpublicist.com/>



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