



MEDIA RELEASE
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FLOAT LIKE A DUCK DISTRIBUTES 20TH ANNIVERSARY WATER SAFETY BOOKMARKS

ABCD's of Water Safety Presented in English and Spanish

(Las Vegas, NV) May 2023 – Float Like A Duck water safety initiative distributes 10,000 water safety themed bookmarks throughout the Las Vegas community during the month of May as part of the National Water Safety Month activities.

Presented by Paragon Pools, Float Like A Duck celebrates its 20th anniversary with series of positive, family-friendly projects to fulfill its mission of ***Educating the public on the importance of safety while celebrating the joys of water sports!*** The bookmarks are just one of the projects planned for the summer of 2023, encouraging families to practice the ABCD's of water safety around all bodies of water.

Float Like A Duck founder Joseph M. Vassallo worked directly with Councilwoman Victoria Seaman and her staff to strategize on how best to deliver the water safety message to a broad spectrum of young children and their families. Seaman recommended distributing the colorful, bi-lingual bookmarks through the Safe Key program. Coordinating with the City of Las Vegas, 7,000 bookmarks were presented to the Department of Youth Development and Social Initiatives. The remaining 3,000 were dispersed among different City departments including the Aquatics Department, Fire and Rescue, and other divisions.

On May 16th, Vassallo and Duckie joined the Councilwoman for a special Reading event with Safe Key students at Clarence Piggot Academy of International Studies Elementary School where Seaman read a water safety book and distributed the bookmarks to all attendees.

And, due to the high demand of the bookmarks, including a request for 3,000 from the Clark County Department of Family Services- Resource Development & Support Unit, a second reprint of 5,000 was ordered to support their needs and other requests.

The objective is to educate families on steps they can take to keep their loved ones safe by bringing attention to situations and providing them with a pro-active safety tip to ensure a safe and fun lifestyle. May is National Water Safety Month, however we want the public to be conscious about water safety during the entire summer swim season as well as throughout the year.

In addition to the ABCD's of water safety, the bookmarks feature Duckie the mascot as well as QR codes for direct access to more information and tips on water safety on Float Like A Duck's webpage and to Water Safety videos on YouTube.



Duckie Says Follow the **ABC D's** of water safety around all bodies of water:

A = ADULT SUPERVISION: constant adult supervision

B = BARRIERS: layers of barriers include alarms, locks, fencing, pool covers, & gates

C = CLASSES: swimming, lifesaving, boating, & CPR classes

D = DEVICES: USCG approved lifejackets & rescue tools

Spanish

IMPONGA el abecedario de seguridad en el agua

Supervisión Adulta: Siempre tenga a un adulto

Barreras: Tenga capas de barreras como alarmas, cercas, cerraduras y puertas

Clases: Tome clases de natación, de salvamento, y de resucitación cardiopulmonar

Dispositivos: Tenga DPF (*dispositivos personales de flotación*), *chalecos salvavidas* y *herramientas de rescate disponibles*

The Float Like A Duck team encourages households to enjoy the [Float Like A Duck webpages](#), downloadable coloring book, and videos as a family unit and then discuss the various elements so that everyone- including grandparents, teens, and kids have an appreciation for water centric activities and how to stay safe. Float Like A Duck resources can also be a helpful tool when discussing water safety with a caregiver, baby sitter, or au pair.

Each YouTube video offers a unique perspective on water safety, and several are featured in Spanish. “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 Vassallo. “Some of the videos target situations and/or elements that adults may not consider to be a vulnerable setting for their child.”

Float Like A Duck is an official partner of the PHTA [National Water Safety Month](#), and the USCPSC [Pool Safely](#) program.

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Photo caption 1: Paragon Pools President and Float Like A Duck Founder Joseph M Vassallo presents 7,000 Float Like A Duck 20th anniversary bookmarks to City of Las Vegas- Youth Development Coordinator Lalaine M. Vines for distribution through Safe Key.

Photo caption 2: Float Like A Duck Founder Joseph M Vassallo and Duckie joined Councilwoman Victoria Seaman for a special reading event with Safe Key students at Clarence Piggot Academy of International Studies Elementary School where Seaman read a water safety book and distributed the bookmarks to all attendees.

About Float Like A Duck

Founded in 2003, Float Like A Duck water safety initiative celebrates its 20th anniversary with a series of positive, family-friendly projects to fulfill its mission of ***Educating the public on the importance of safety while celebrating the joys of water sports!*** Presented by Paragon Pools, the initiative encourages families to practice the ABCD's of water safety around all bodies of water. More water safety information, tips, and videos are available on the website, social media, and on YouTube. <https://www.paragonpoolslv.com/float-like-a-duck>



<https://www.linkedin.com/pulse/float-like-duck-distributes-20th-anniversary>

#reading #bookmarks #ABCDoFWaterSafety #PoolSafety #CityOfLasVegas #ParagonPoolsLasVegas
#SafeKey #NationalWaterSafetyMonth #ConstantAdultSupervision #SwimmingClasses
#PoolSafetyFencing #PoolSafetyCovers #Barriers #Devices #DoorAlarms #Duckie #Spanish
#Dispositivos #Clases #Barreras #SupervisiónAdulta #CouncilwomanOliviaDiaz
#CouncilwomanVictoriaSeaman
#ClarencePiggotAcademyofInternationalStudiesElementarySchool

FLOAT LIKE A DUCK



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 of water safety around
 all bodies of water:

- A = Adult Supervision:** constant adult supervision
- B = Barriers:** layers of barriers include swim caps, life jackets, pool covers, & gates
- C = Classes:** swimming, lifeguarding, & CPR classes
- D = Devices:** USCG approved life jackets & inflatables

IMPONGA el abstracción de seguridad en el agua
Supervisión Adulta
 Siempre tenga a un adulto de barreras como chalecos salvavidas, chalecos y
Clases: Fomenta clases de natación, salvavidas, y CPR
Dispositivos: Fomenta el uso de chalecos salvavidas aprobados por la USCG y flotables

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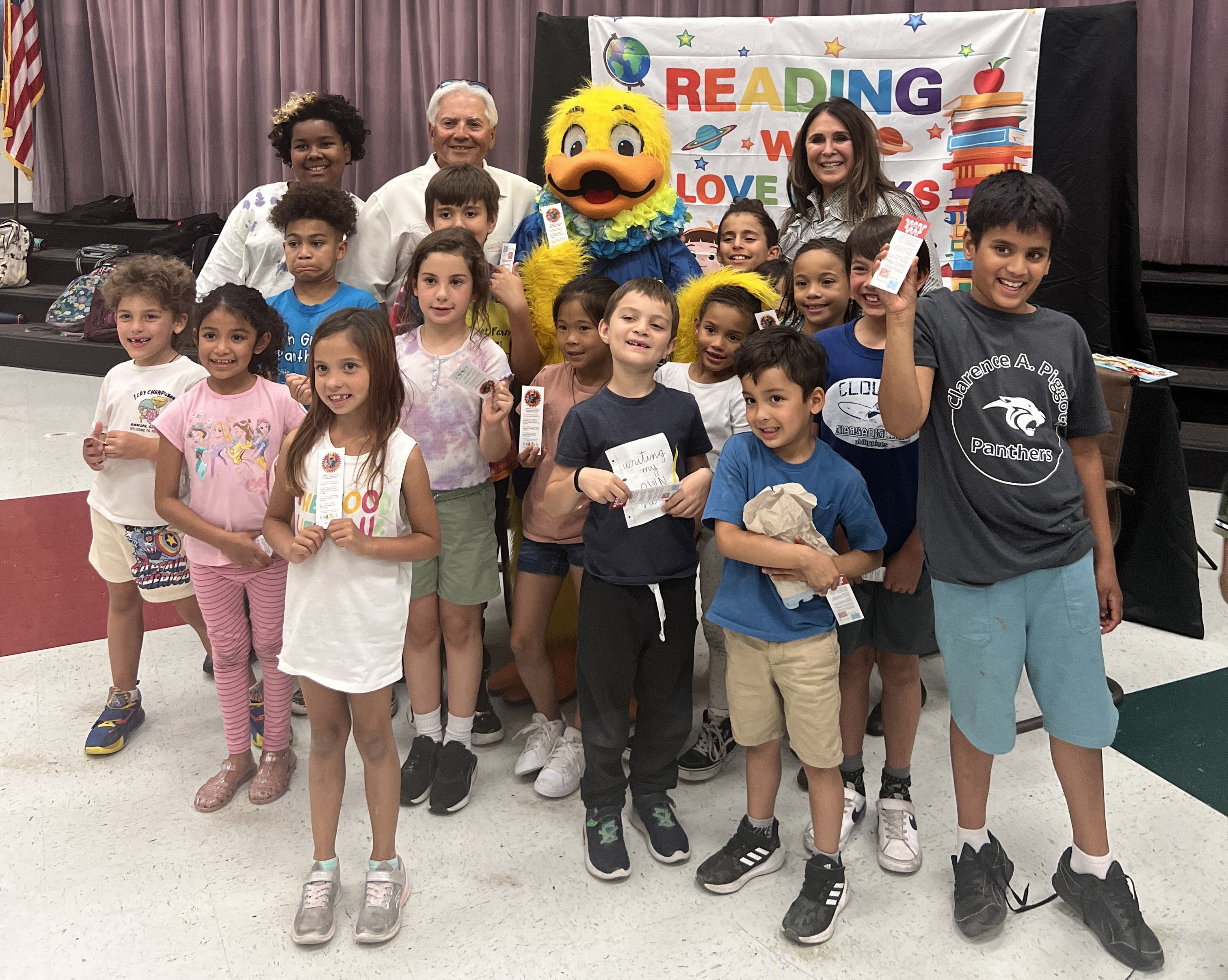


photo courtesy of Councilwoman Seaman's office