



## **Water Safety Video PSA Wins VIDDY Award**

(LAS VEGAS, NV) February 2024 – Float Like A Duck Water safety video PSA [\*How to Fit Your Child with a Proper Personal Flotation Device \(PFD\)\*](#) was recognized with a Gold VIDDY Award in the latest international competition. Float Like A Duck is a water safety initiative presented by Paragon Pools in Las Vegas.

The “How to” PSA is one of numerous water safety videos on the Float Like A Duck YouTube playlist to assist parents and guardians with keeping their loved ones safe around all water environments.

The PSA features real-life mom Ashley Lopez and son Austin demonstrating the proper tips, warnings, and importance of fitting one’s child with a proper personal flotation device (PFD), also known as a life vest, a life jacket, or a life preserver. Lopez emphasizes that any device used on a child (or adult) should be identified as an official US Coast Guard approved PFD. Ashley is a professional model and longtime Float Like A Duck volunteer.

Mary Vail, MBA Publicist produced the video.

The Viddy Awards is one of the most coveted awards in the video industry, recognizing 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. There were over 2,500 entries from throughout the United States, Canada, and 22 other countries in the 2023 competition.