

MEDIA RELEASE

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Mermaids, Mythical Creatures in the Sea... Or in Your Pool?

POOLFLICKS Original Series: The Adventures of Paragonia, Mermaid of AquaTecture, released by Paragon Pools

(Las Vegas, NV - October 30, 2019) Professional and amateur Mermaids often use the backdrop of a pool to promote their skill and passion, but one pool builder in Las Vegas is flipping the script. Paragon Pools is using a mermaid to showcase the company's pool designs as well as promoting the value of swimming pools and the importance of proper water quality.

The Adventures of Paragonia, Mermaid of AquaTecture, is the latest release in Paragon Pools' POOLFLICKS video content available on the Paragon Pools website <http://www.paragonpoolslv.com> or YouTube channel <https://www.youtube.com/c/ParagonPoolsLasVegas>. The series including a trailer and 6 episodes stars Ashley Noel Lopez as Paragonia. Creator and Executive Producer Mary Vail, MBA Publicist produced the series in association with Paragon Pools executive's VP Joseph Anthony Vassallo and President Joseph Michael Vassallo.

The Adventures of Paragonia, Mermaid of AquaTecture is an original series about Paragonia a beautiful, friendly mermaid that lives in the Nevada desert. And, like all mermaids, Paragonia needs water to survive. There are many pools and ponds across the land that could suffice.

However, for Paragonia to retain her magical powers and vibrant colors she must swim in the exquisite, crystal clear, pure waters of AquaTecture™ crafted by Paragon Pools.

With an inquisitive and playful nature, Paragonia seeks out these special waters, mysteriously appearing in pools across the valley...

"The adventures of Paragonia the mermaid may be a fairytale, but there is a bit of truth to her story," states Joseph Michael. "We all need water to survive. Also, swimming, playing and simply being near a pool can rejuvenate one's mind and body."

"We wanted to give viewers an authentic experience of how the pools appear above and below the water line, showing the beauty and uniqueness of each pool; including the design, interior finishes, tile, fire and water features." Five of the six pools featured interior finishes by Pebble Technology International.

"The clarity and purity of the water is an important element of our pools," claims Joseph Anthony. He credits this to the superior equipment they specify in all their designs. "The pump, filter, heater and controls are by Zodiac Pool Systems. And, Paramount Pool Systems' in-floor cleaner, UV and Ozone units are used to clean debris and purify the water. This process makes it crystal clear and healthier for swimmers...even a mermaid!"

The imagery captured during 3-day shoot by videographer Mary Vail was taken with three cameras: a Canon EOS, a GoPro and an iPhone X. Vail notes how the homeowners were very accommodating and excited about the concept of a mermaid in their pool. They even contributed to selecting a name for their episode.

About Paragon Pools

Las Vegas based Paragon Pools is an international award-winning design and construction swimming pool and spa contractor, specializing in new construction and major renovations of residential and commercial swimming pools and spas. The Paragon Pools' team designs the complete AquaTektore habitat including pool, spa, entertainment area, landscaping, palapas, patios, barbecues, and more. <https://www.paragonpoolslv.com/>

AquaTektore™ is the discipline of designing, engineering and erecting of water environments and ancillary components, in a harmonious nature with consideration to function, space and aesthetics. The term AquaTektore was coined in 2008 by Pool Expert and Author Joseph M. Vassallo, CBP to define the architecture of water themed structures.

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