



30-sec Video Ad – Paddler, Roofer, Driver

The Truth Hurts 2026—

THE COMMUNITY AGAINST
preventable
INJURIES

TWO TRUTHS AND **LIE**

Drownings peak in
the summer months.

It's hard to put on a
lifejacket once you're
in the water.

Strong swimmers don't
need lifejackets.

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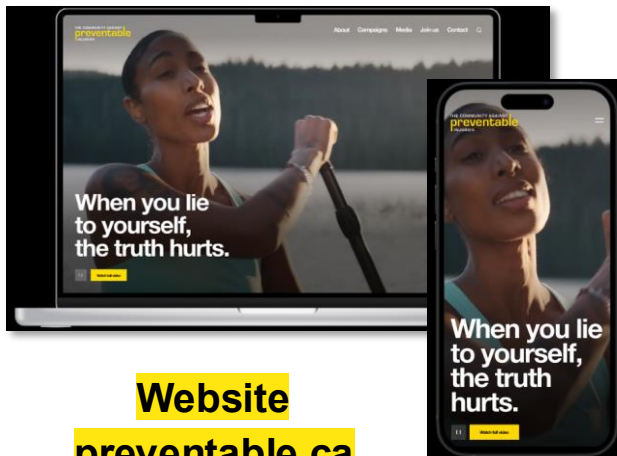
LIE Strong swimmers don't
need lifejackets.

WHEN YOU LIE TO YOURSELF THE TRUTH HURTS

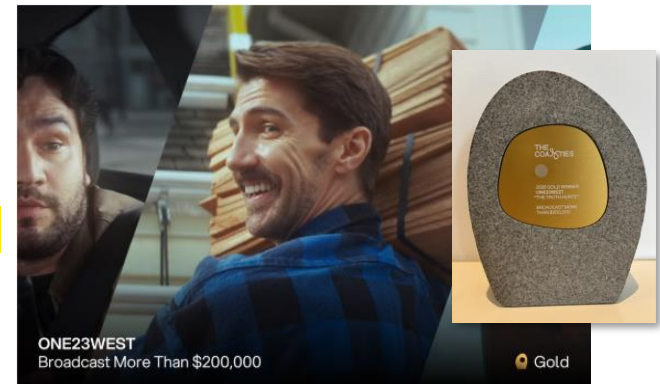
THE COMMUNITY AGAINST
preventable
INJURIES

Display Ads/Social

Winner—2026 Coasties
Award: **GOLD**
Broadcast Campaign
\$200k+



Website
preventable.ca



ONE23WEST
Broadcast More Than \$200,000

Gold