

In Poor Taste: Classic Lifeguard celebrates 20 years (KCSG TV St. George, Utah)

Somehow, I don't believe the families of the victims killed in the mid-air crash involving Classic just five weeks ago will be celebrating the company's year 20 year milestone this year. The company's desire to showcase their "anniversary year" in the media so quickly after such a devastatingly fatal accident is in extremely poor taste.

By all means Classic should celebrate their 20<sup>th</sup> year of "success," but perhaps they could have waited a few months before calling in the PR flaks. And, just maybe, the smallest mention of the Classic employees who died five weeks ago would have demonstrated that the program really does care about their crews and the patients they transport.