

June 30, 2009

Joint OPP/OPG Ad Takes Lighthearted Approach to Serious Subject ***Risk taking fishermen are target of new water safety campaign***

The Ontario Provincial Police (OPP) and Ontario Power Generation (OPG) are reminding people that summer fun can turn to tragedy in seconds if care isn't used on Ontario waterways, especially near hydro dams.

The OPP and OPG are also targeting fishermen with a light hearted ad featuring the voice of actor Steve Smith, aka Red Green.

"We aimed our ads directly at the one group, fishermen who ignore warnings and signs, and risk their lives by fishing near dams. They just don't seem to 'get' the water safety message. Water conditions can change in a snap. I say men because research has shown that they are more likely to take risks on the water," says John Murphy, OPG's Executive Vice-President Hydroelectric.

The same research shows that making people aware they can face charges and be subject to fines when taking risks near dams may be a more effective deterrent.

Sergeant Dave Moffat, who heads up Marine Programs for the OPP, noted that every summer OPP officers respond to accidents that are often preventable.

"These ads are meant to be fun but they carry a serious message. We're hoping they open people's eyes and make them realize they could be putting themselves and others at risk;" he said.

The ads will supplement existing OPP/OPG print and radio ads and will run through the summer on TV stations throughout the province. The ad can be viewed at <http://www.opg.com/news/videos.asp> or http://www.youtube.com/watch?v=r-j-77Z_2ZA. The ad will be available for newscasts to download at <http://cnw.pathfireondemand.com/viewpackage.action?packageid=198>.

Hydroelectric facilities are often remotely controlled to generate electricity as needed. This causes frequent and rapid changes in the water flow often creating strong undertows, turbulence and sudden, powerful surges of water moving downstream in what was once calm looking surface water.



All waterways where an OPG dam or hydroelectric station is located have well-positioned warning signs, buoys, fences, booms and barriers. People ignoring these signs can face charges and fines of up to \$2,000.

OPG.com offers the public a number of educational materials on water safety around dams and hydroelectric stations including a brochure, a DVD for adults and an educational interactive computer game for children.

Ontario Power Generation has a proud history of serving the people and industry of Ontario with clean, safe and reliable electricity.

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