

JUNE 29, 2010

**Canada Day message is clear in any language: Stay Clear! Stay Safe!**  
***Popular OPG ads translated to reflect diverse audiences***

Toronto— Canada Day is a cause for celebration and Ontario Power Generation (OPG) is reminding people to celebrate safely when they are near hydroelectric stations. This year the company is reaching out to a variety of communities by running safety ads in a number of languages.

“Canadians share many qualities, but a celebration of our diverse cultures and our love of outdoors are two things that bring us together. Translating our ads means we reach a larger audience and can help ensure we all enjoy Canada Day safely,” said John Murphy, OPG’s Executive Vice President Hydro.

OPG’s popular water safety TV ads have been translated into French, Italian, Portuguese, Hindi, Chinese, Russian and Spanish. Print and radio ads in Northern Ontario are translated into Ojicree. OPG has also partnered with Lifesaving Society of Canada to provide boating safety tips in 33 languages.

“We did this because new Canadians or visitors to Canada are often unaware of the risks associated with boating or fishing near power dams,” he said. Water levels can change rapidly and often without warning when operators open gates to generate electricity.

This year a lack of precipitation year has created added risks as the flows through some of OPG’s dams and stations may be markedly different than what people expect. This past spring was one of the driest in the last 100 years, so while recent rains have increased flows and levels in some areas, water levels on other lakes may be lower than normal for this time of year

“Our safety message is simple: Stay Clear! Stay Safe! That’s true the year round, but we’re urging people to take extra care in watching water levels as this is a year unlike any other,” Murphy said.

OPG manages the water levels and flows on many rivers, and lakes are based on water management plans approved by the Ministry of Natural Resources. “These plans try to balance the needs of various interests including recreational users, and wildlife while also providing water to create clean energy,” he added.

Cottagers, campers and boaters can contact or local water management organization for more information, or go to:

[www.opg.com/safety/water/river/](http://www.opg.com/safety/water/river/)

OPG provides a variety of water safety materials, including a brochure and DVD at [www.opg.com](http://www.opg.com)

OPG's TV ads are posted at: <http://opg.com/safety/nsafe/watersafe.asp>

For More Information, contact:

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