

SEPTEMBER 2, 2010

## **OPG safety message is clear in any language: Stay Clear! Stay Safe!**

Labour Day weekend is the last long weekend of the summer – a time when many squeeze in the last boat ride or swim for the season. It's also time to remember that when near the water, safety is the top priority.

Ontario Power Generation (OPG) is reminding people to stay clear of hydroelectric dams and stations. Water conditions may appear to be safe, but, as the popular OPG television ad says: "I've seen it change in a snap. Don't take chances with your life, Stay clear, Stay safe."

OPG is running the television safety messages subtitled in a number of languages including Mandarin, Spanish and Cantonese. The company also joined forces with the Canadian Lifesaving Society to reach multicultural audiences. OPG's Stay Clear, Stay Safe message is one of the Society's *Top Tips for Safe Boating*.

"OPG worked with us to deliver boating safety messages in 33 languages. There is an established need for this kind of information and OPG is taking a leadership role in including its messages to stay clear of dams," said Barbara Byers, Public Education Director for the Lifesaving Society.

Take time for safety this Labour Day weekend, and at all times remember when near hydroelectric stations and dams the best advice is: "Stay Clear, Stay Safe."

OPG's TV ads are posted at: [www.opg.com/safety/nsafe/watersafe.asp](http://www.opg.com/safety/nsafe/watersafe.asp)

The Lifesaving Society's boating tips can be viewed at:

[www.lifesavingsociety.com](http://www.lifesavingsociety.com)

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