

FEBRUARY 14, 2010

**Valentine's Day is the perfect time to think about snowmobiling safety
OPG, OPP Television Ads make strong point: Safety. It's no mystery.**

Toronto— Ontario Power Generation (OPG) and the Ontario Provincial Police (OPP) today launched the latest in their popular water safety ads.

"Today is Valentine's Day and next Monday is Family Day. This is the perfect time to think about the people who matter to us," says John Murphy, OPG's Executive Vice President Hydro. "Our ads take a light-hearted approach, but they've got a strong message about snowmobiling safety."

"Whether you're out on your sled, or just taking a walk, a few simple precautions can prevent a major tragedy. Some areas of the province are getting a thaw this week, which can make ice unstable, especially near dams and rivers. People should always keep safety in mind any time they are on or near the water," says Murphy.

"The ads are focused on hydro facilities, but snowmobilers need to be aware that no ice is 100 per cent safe, says OPP Staff Sergeant Chris Whaley. "It's not a mystery; a minimum of six inches of clear, hard ice is needed to support a snowmobile. If you're on a snowmobile, stay on clearly marked trails."

Murphy noted that OPG partners with organizations such as the Ontario Provincial Police (OPP), and Boating Ontario to help deliver this strong safety message around the province.

OPG provides a variety of water safety materials, including a brochure and DVD at www.opg.com.

The ad can be viewed at:

<http://www.youtube.com/watch?v=QaLC5312IKo>

For More Information, contact:

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