

MAY 18, 2011

Make the May 2-4 weekend a safe one on the water OPG/OPP launch new safety ads for summer

Toronto — As Ontarians prepare for the Victoria Day weekend Ontario Power Generation (OPG) and the Ontario Provincial Police (OPP) today launched the latest in their popular water safety ads.

“This is the weekend when people put their boats in, open their cottages and enjoy the great outdoors. It’s also the perfect time to talk to your family about water safety for the summer. Our ads help push that message home,” said John Murphy, Senior Vice President Hydro.

The TV ad targets the fishing community but the message Stay Clear. Stay Safe should be something everyone remembers. This message is supported by print ads.

Murphy noted it’s been a cold, wet spring so water levels may be higher than expected, and the water may be colder than normal this year.

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

The ad can be viewed at <http://youtu.be/T9LWGFknDZk>

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