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OPG LAUNCHES SUMMER WATER SAFETY CAMPAIGN: THE POWER OF WATER

Toronto – Ontario Power Generation (OPG) is kicking off a new water safety campaign with a public service announcement titled *The Power of Water* -- a 30-second TV spot illustrating the danger of water near hydroelectric dams and generating stations.

The PSA follows a single drop of water as it moves through the turbulent waters around the Trethewey Falls Generating Station in Bracebridge, sweeping through its turbines to generate electricity. By the PSA's conclusion, the water droplet is powering a Gravenhurst barber shop, where a young boy is getting a haircut.

The PSA will run all summer on major Ontario networks, and is part of a broader multimedia strategy promoting water safety around OPG's dams and hydroelectric generating stations, which includes print, radio and online advertising.

"OPG has a longstanding commitment to promoting water safety," says Ted Gruetzner, Vice President, Corporate Relations and Communications. "More than a third of our power comes from renewable hydroelectric generation, so we're always exploring new ways to keep the "stay clear, stay safe" message fresh and memorable."

OPG operates 65 hydroelectric stations and 240 dams, which provide over 7000 megawatts of clean, renewable power. As demand for electricity rises and falls throughout each day, operators stationed many kilometres away open and close dams, and start and stop generating units as needed. Water near these facilities is dangerous, and members of the public are urged to obey all signs, booms, barriers and buoys placed around the sites to restrict access.

Visit opg.com/watersafety to view the new PSA and our "*Behind the Scenes-Making Of*" video.

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