

Waterpower Day Toolkit

Celebrate with the OWA on June 20



IMPORTANT DETAILS

When is Waterpower Day?

June 20, 2024

Hashtags

#WaterpowerDay, #WaterpowerDay2024

Tag Us

LinkedIn: [Ontario Waterpower Association](#)

Instagram: [onwaterpower](#)

X: [ONWaterpower](#)

Questions?

Email Jan Fonseca, Communications Manager
at jfonseca@owa.ca

Messaging and Graphics 

Messaging and Graphics

To streamline participation, the OWA has created graphics and messaging for your use on social media. We encourage you to post on your personal platforms and to share this toolkit with your company's communications team.





Waterpower is the backbone of the renewable energy sector. It is a full service technology - contributing capacity, energy and to meeting peak electricity demands. As decarbonization and electrification increase, flexible waterpower will play an even more important role in integrating other renewable resources. Happy #WaterpowerDay! <https://bit.ly/3QPVIIRI>

[Download Graphic Here](#)



Happy #WaterpowerDay, everyone! We're proud to support Made-in-Ontario waterpower and recognize the tremendous benefits it brings to our province. Waterpower provides affordable, reliable, and sustainable electricity to our grid and has significant economic and environmental benefits. Let's celebrate the power of water and its contribution to Ontario's future. <https://bit.ly/3QPVIIRI>

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Waterpower is the Way

By some estimates, Ontario will have to double its installed capacity of 40,000 MW of electricity generation by 2050. Affordable, reliable and sustainable waterpower built in the near to mid-term can help meet our growing demands.



Today is #WaterpowerDay! Did you know Ontario will have to double its installed capacity of 40,000 MW of electricity generation by 2050? Investing in waterpower can help meet system needs and provide significant local, regional, and provincial socio-economic benefits for communities. Waterpower is the way and the time to invest is now. <https://bit.ly/47OjNs4>

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Waterpower is the Way

Ontario's untapped waterpower potential is estimated at 4,000-5,000 MW, much of which (3,000-4,000 MW) is in northern Ontario.

Realizing this potential will require early and meaningful participation from local municipalities and Indigenous communities.



Happy #WaterpowerDay! In Ontario, 4,000 - 5,000 MW of both new and expanded waterpower has been identified which can be built in the near to mid-term. It's time to secure the province's clean energy future. <https://bit.ly/4apJJNs>

[Download Graphic Here](#)





Ontario is home to 224 waterpower facilities, located throughout the province. These facilities are the backbone of Ontario's clean energy grid.

#WaterpowerDay



Happy #WaterpowerDay! Did you know that waterpower facilities are perpetual assets? In fact, dozens of waterpower facilities across Ontario are 100+ years young. <https://bit.ly/3QPVIIRI>

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Waterpower is the Way

Up until the late 1950s, all of Ontario's energy needs were met by waterpower generation.

Today, waterpower generation accounts for **24%** of the province's energy supply and **76%** of its renewable energy supply.



Today we celebrate #WaterpowerDay! Ontario benefits from one of the cleanest electricity grids in the world thanks to affordable, reliable, and sustainable waterpower generation. In fact, 25% of our energy comes from waterpower - now that's something to celebrate!

<https://bit.ly/47OjNs4>

[Download Graphic Here](#)



More Ways to Celebrate

Customize your LinkedIn profile picture and share our
“Celebrate Waterpower Day” Video



More Ways to Celebrate



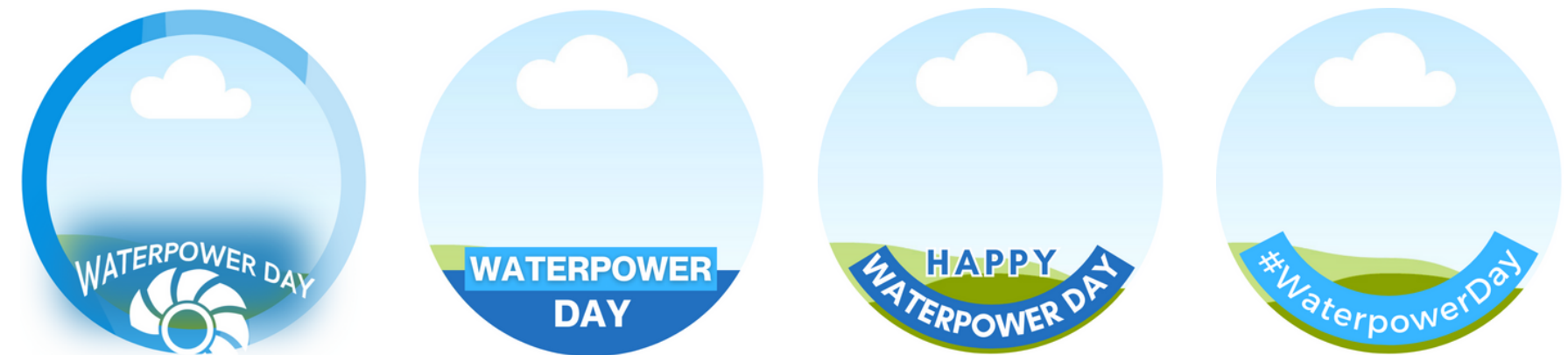
[Share our Video](#)

Download and share our “Celebrate Waterpower Day” video on social media.

[Video Link](#)

[Update Your LinkedIn Profile Picture](#)

Customize your LinkedIn profile picture with a pre-designed banner. Simply upload your headshot into the Canva template.



[Canva Template - LinkedIn Frame](#)



More Information



About Waterpower Day

Waterpower Day is on June 20th. Waterpower Day was established to recognize the history and importance of waterpower in Ontario as well as the role it continues to play more than 100 years after the first waterpower facility came online. June 20th was selected for Waterpower Day in recognition of Sir Adam Beck (born June 20, 1857), a Canadian politician and waterpower advocate who founded the Hydro-Electric Power Commission of Ontario.

Visit Our Website

Check out our website to learn more about [waterpower day](#) and to access our [latest resources](#).





Thank You for Your Support!

We look forward to celebrating the history and future of made-in-Ontario waterpower with you on June 20.