**IMPORTANT DETAILS**

# Waterpower Day Toolkit

## Celebrate with the OWA on June 20

### When is Waterpower Day?

June 20, 2024

### Hashtags

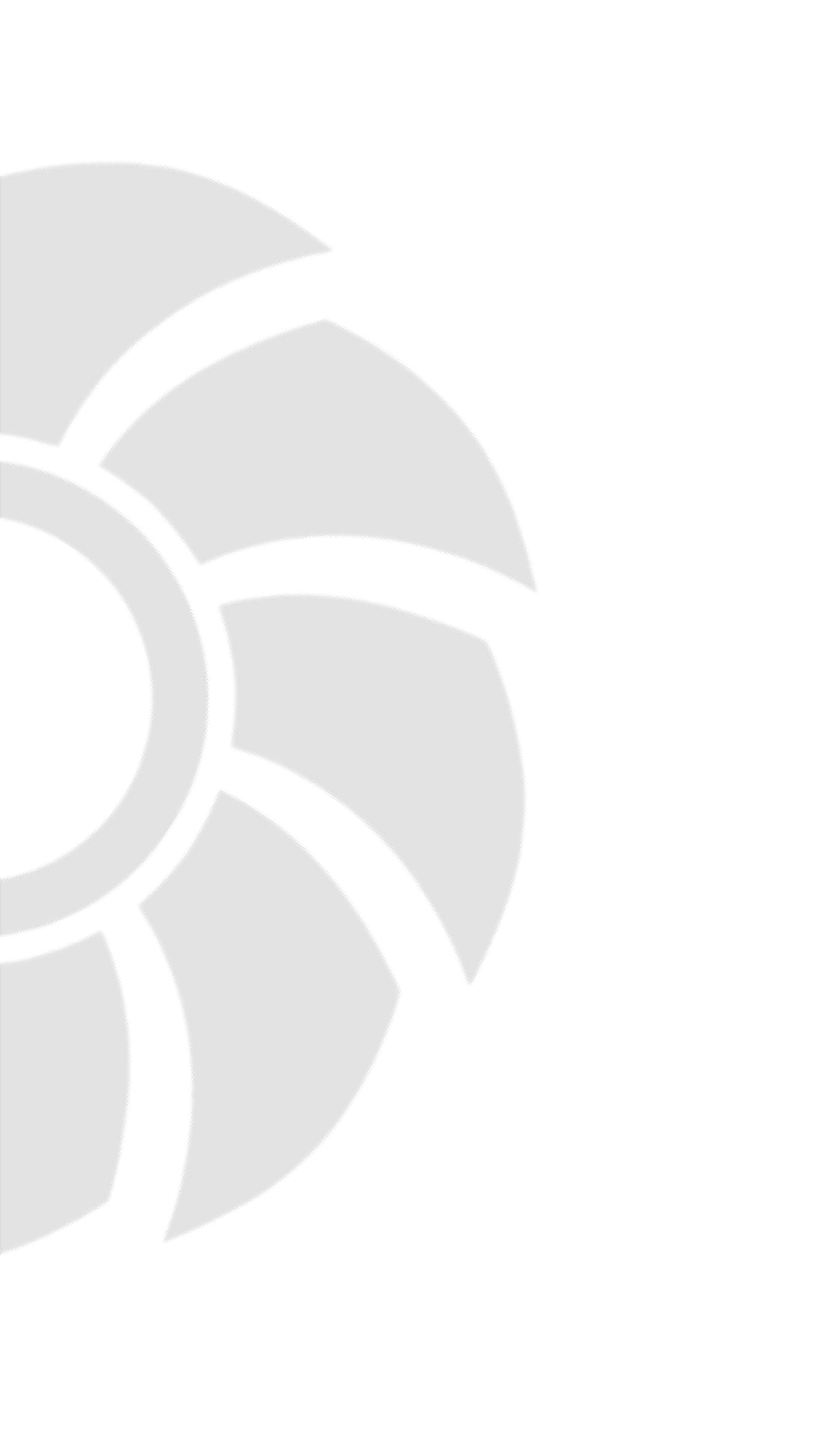
#WaterpowerDay, #WaterpowerDay2024

### Tag Us

**LinkedIn:** [Ontario Waterpower Association](https://www.linkedin.com/company/ontario-waterpower-association?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A3216266%2Cidx%3A4-1-4%2CtarId%3A1486476680210%2Ctas%3Aontario%20waterpower%20associat)

**Instagram:** [onwaterpower](https://www.instagram.com/onwaterpower/)

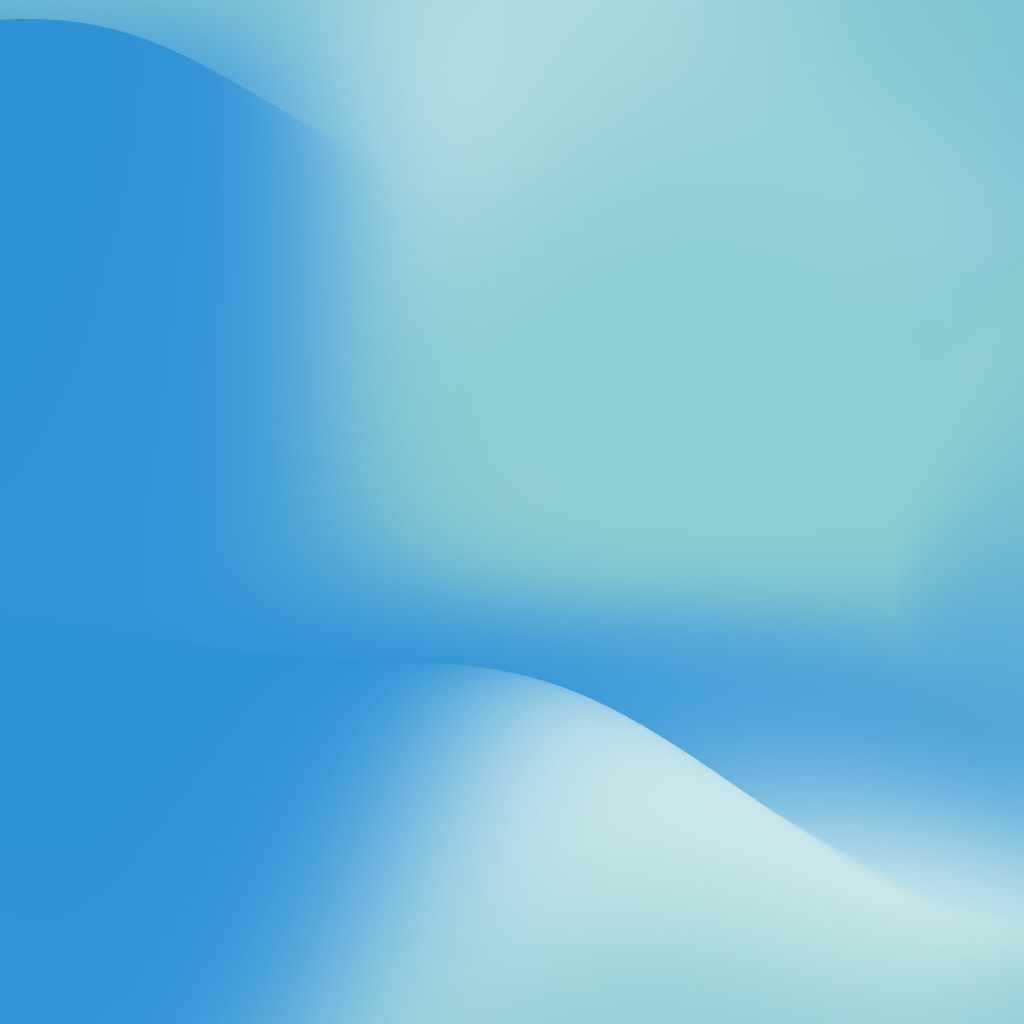
**X:** [ONWaterpower](https://twitter.com/ONWaterpower)



### Questions?

Email Jan Fonseca, Communications Manager at [jfonseca@owa.ca](mailto:jfonseca@owa.ca)

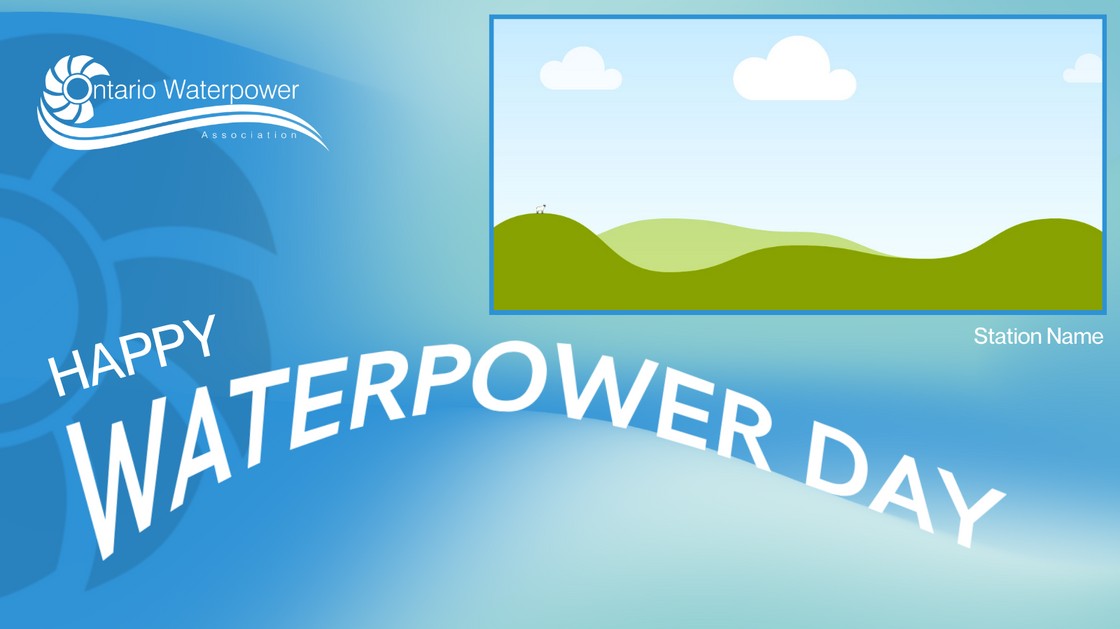
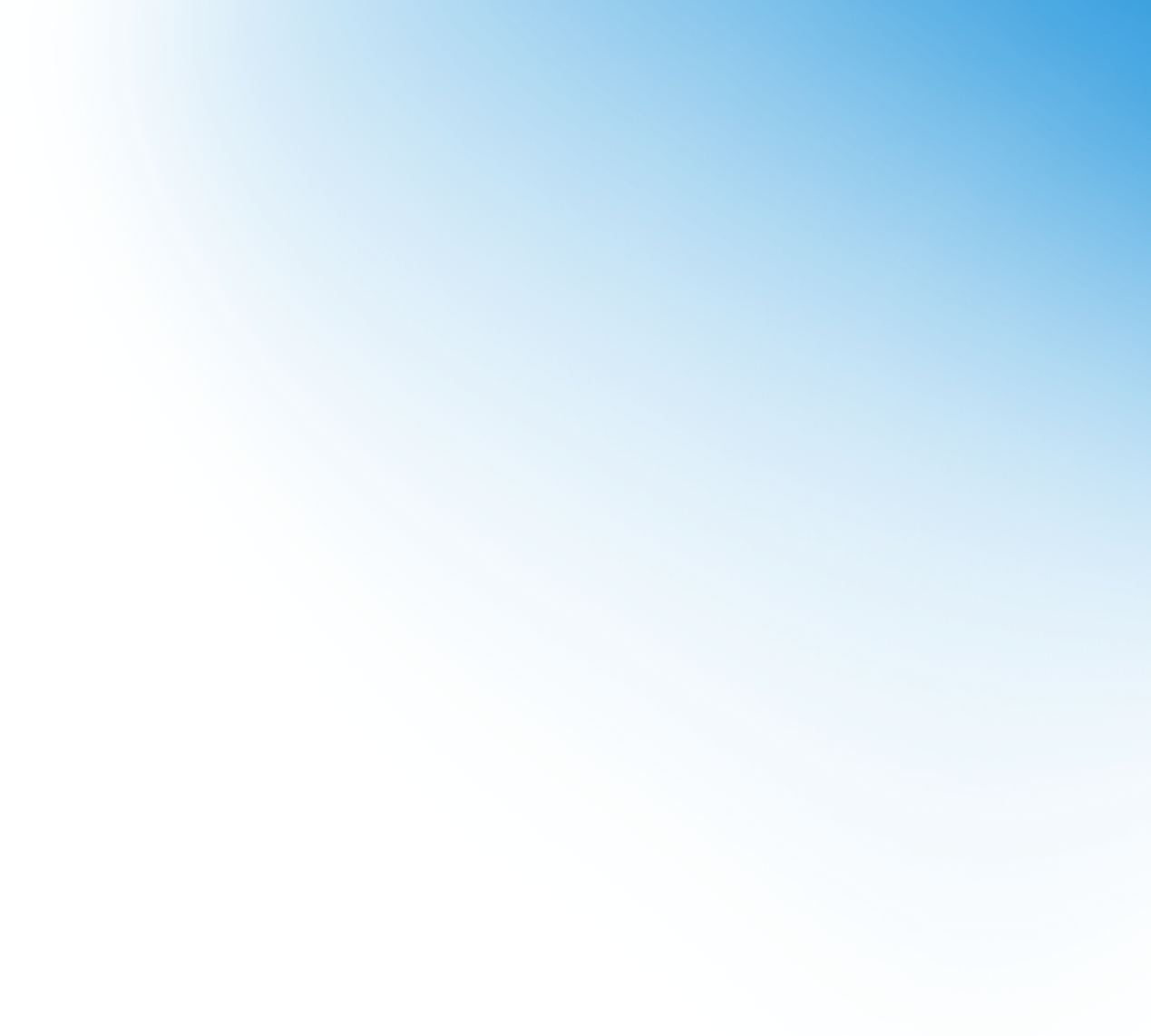
**Messaging and Graphics**



# 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/3QPVlRl

### [Download Graphic Here](https://owa.ca/wp-content/uploads/2024/05/2.png)

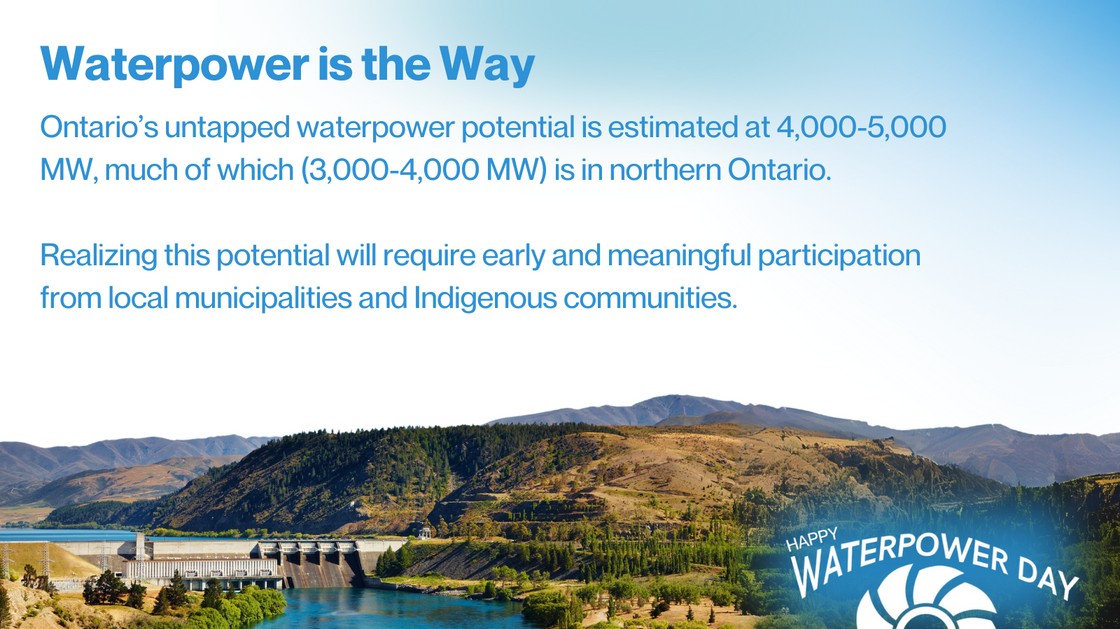
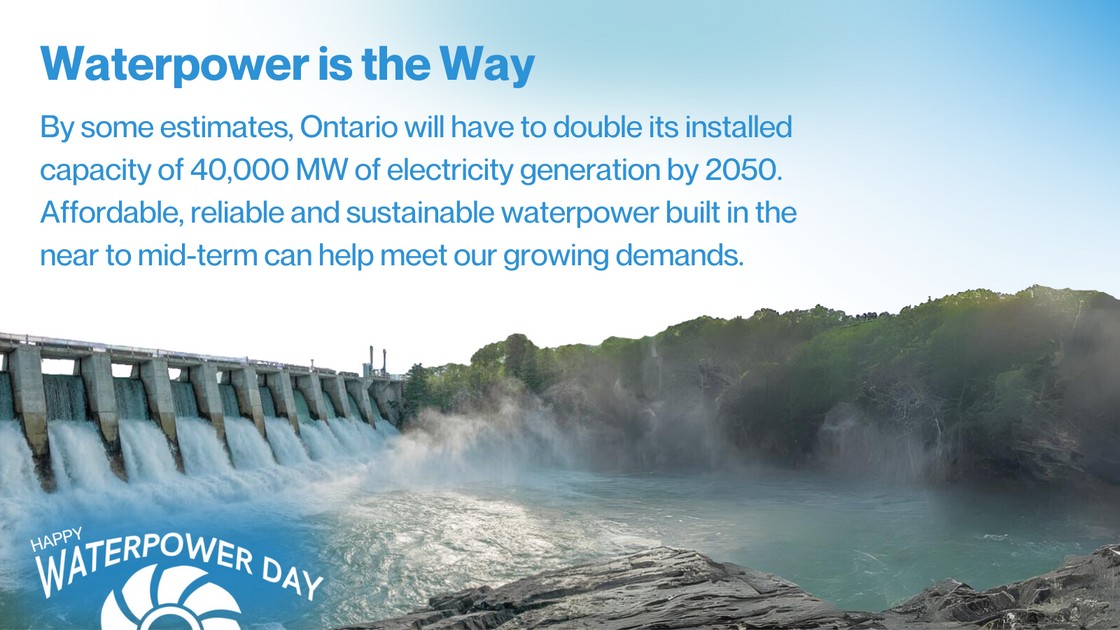
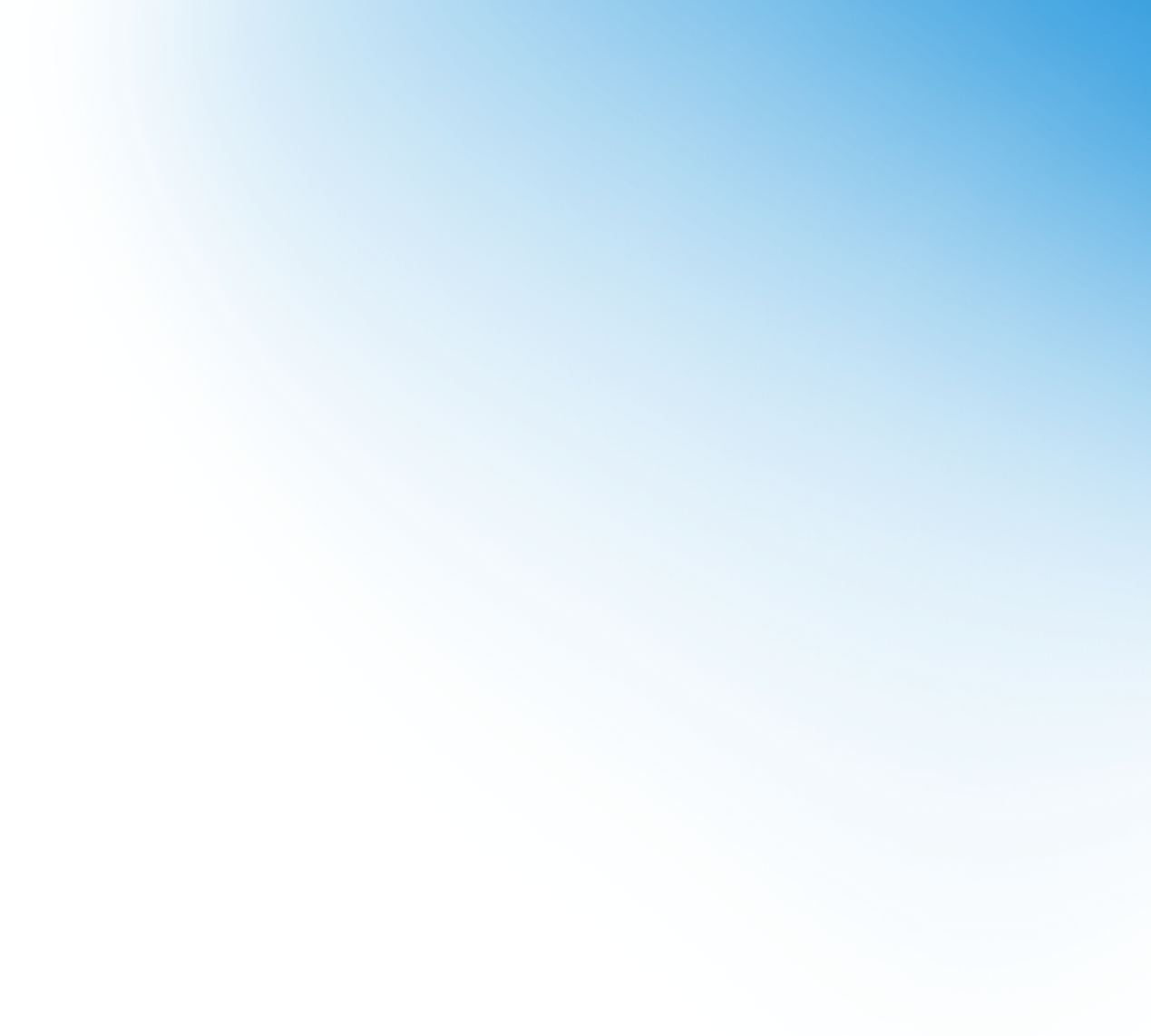
Happy #WaterpowerDay, everyone! We're proud to

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/3QPVlRl

### [Canva Template - Add your own photo](https://www.canva.com/design/DAGF4h2xKPo/3Bqo10DLKJp7TV2ZKGEU2A/view?utm_content=DAGF4h2xKPo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Today is #WaterpowerDay! Did you know Ontario will

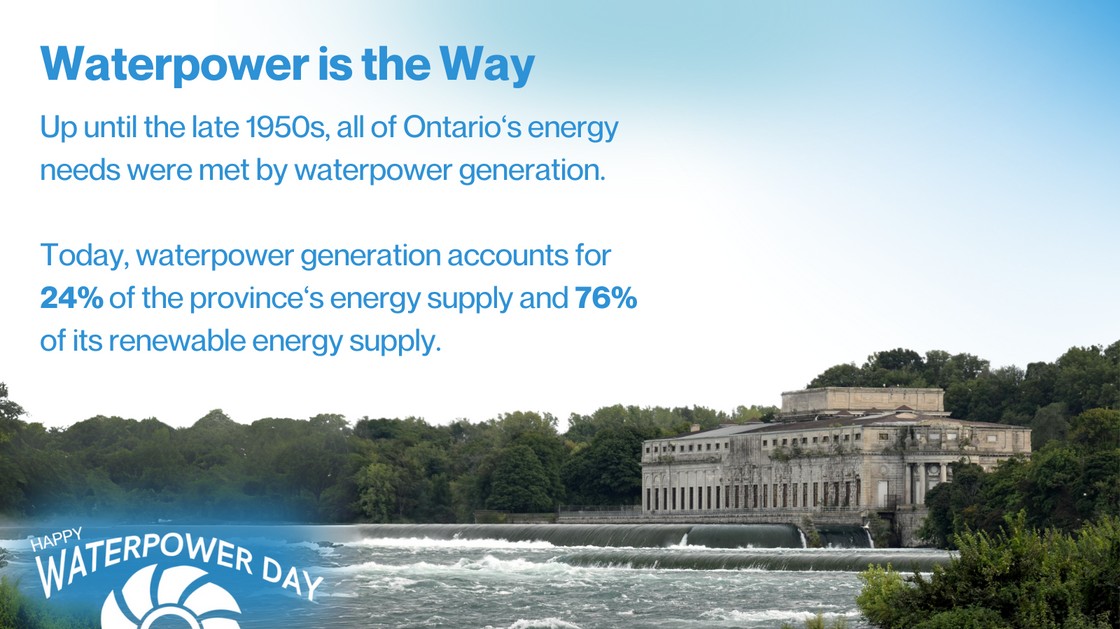
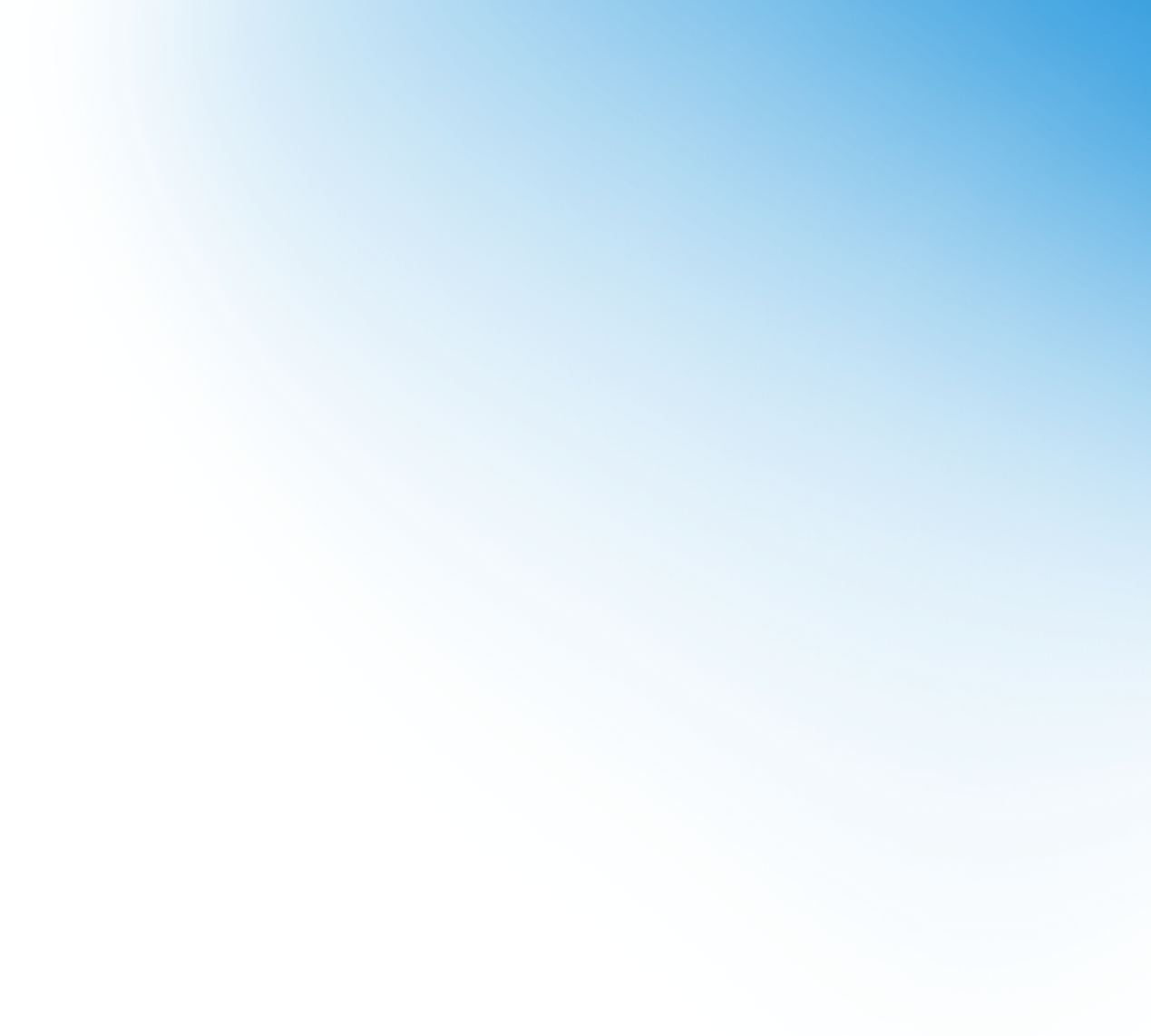


have to double its installed capacity of 40,000 MW of electricity generation by 2050? Investing in waterpower can help meet system needs and provide significant local, regional, and provincial socio-economic benefits for communities. Waterpower is the way and the time to invest is now. https://bit.ly/47OjNs4

### [Download Graphic Here](https://owa.ca/wp-content/uploads/2024/05/4.png)

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](https://owa.ca/wp-content/uploads/2024/05/6.png)



Happy #WaterpowerDay! Did you know that

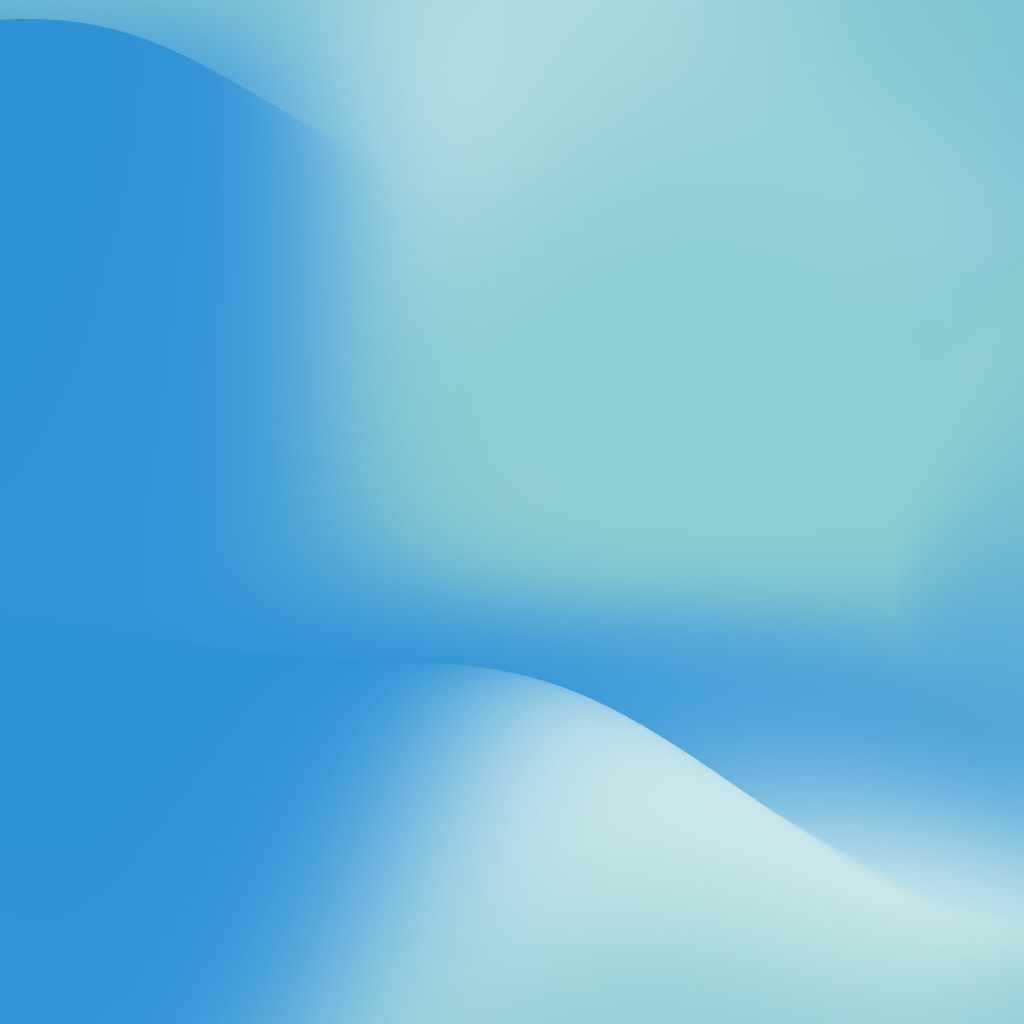
waterpower facilities are perpetual assets? In fact, dozens of waterpower facilities across Ontario are 100+ years young. https://bit.ly/3QPVlRl

### [Download Graphic Here](https://owa.ca/wp-content/uploads/2024/05/8.png)

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**](https://owa.ca/wp-content/uploads/2024/05/5.png)



# More Ways to Celebrate

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

# More Ways to

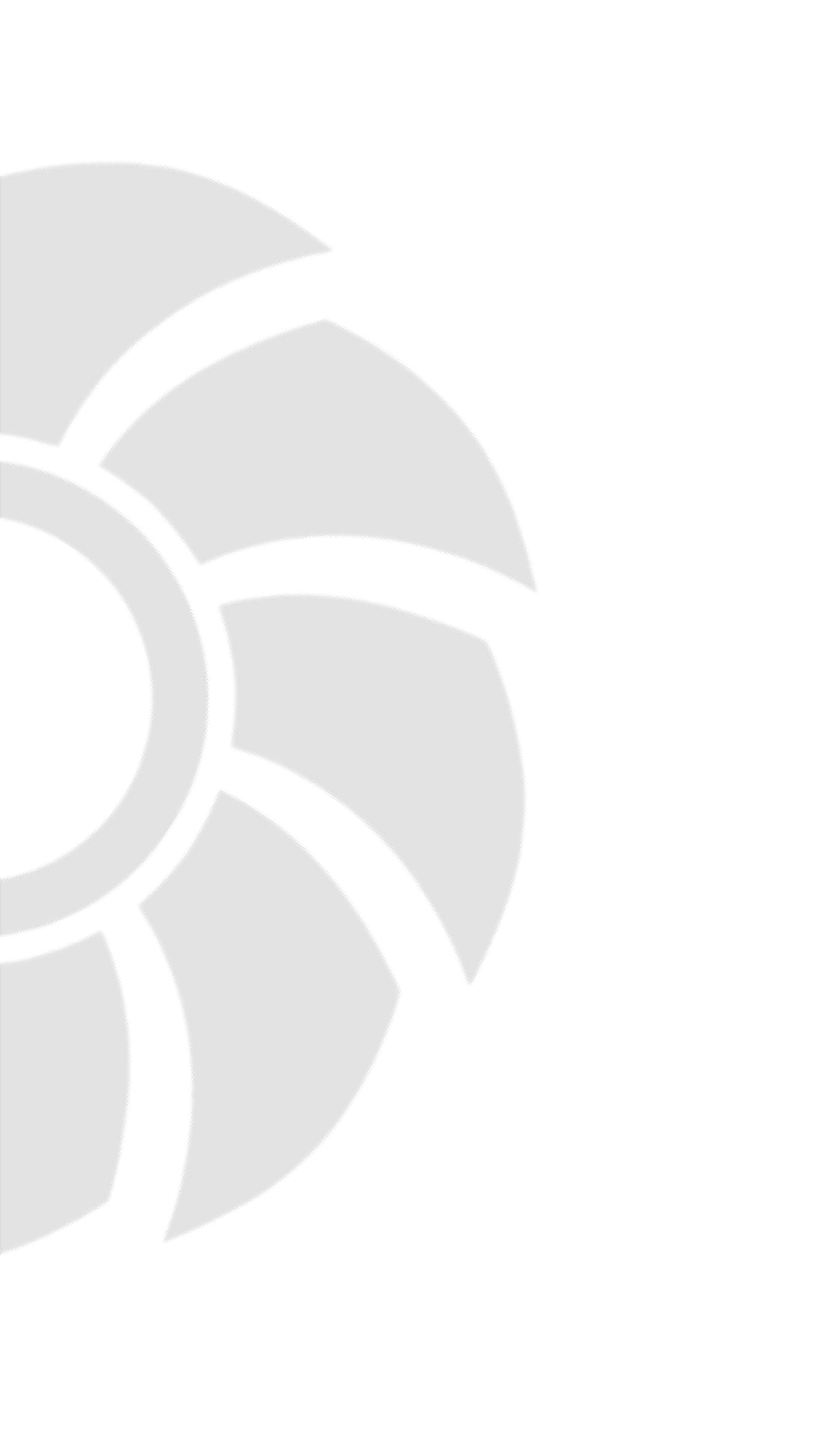
**Celebrate**

### Share our Video

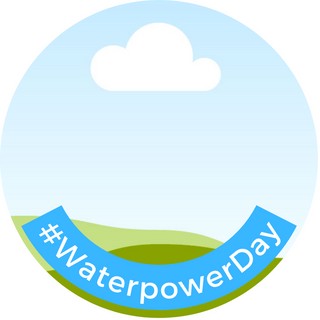
Download and share our “Celebrate Waterpower Day” video on social media.

### [Video Link](https://youtu.be/1Nv-kr_nHqo)

**Update Your LinkedIn Profile Picture** Customize your LinkedIn profile picture with a pre-designed banner. Simply upload your



headshot into the Canva template.

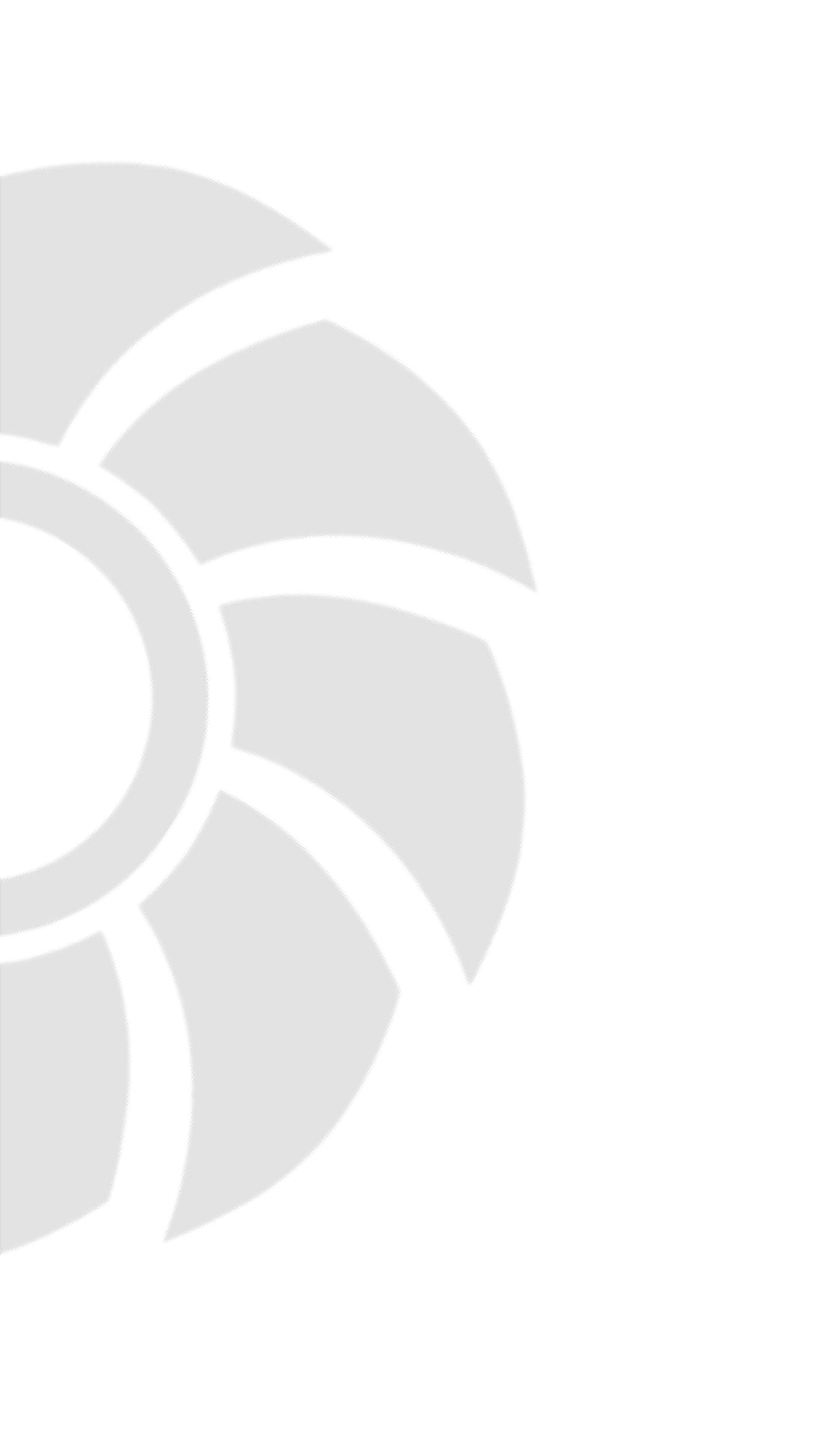


[**Canva Template - LinkedIn Frame**](https://www.canva.com/design/DAGFUftuR2s/J70ayoZstljVJ26kEbUh2Q/view?utm_content=DAGFUftuR2s&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

# More Information

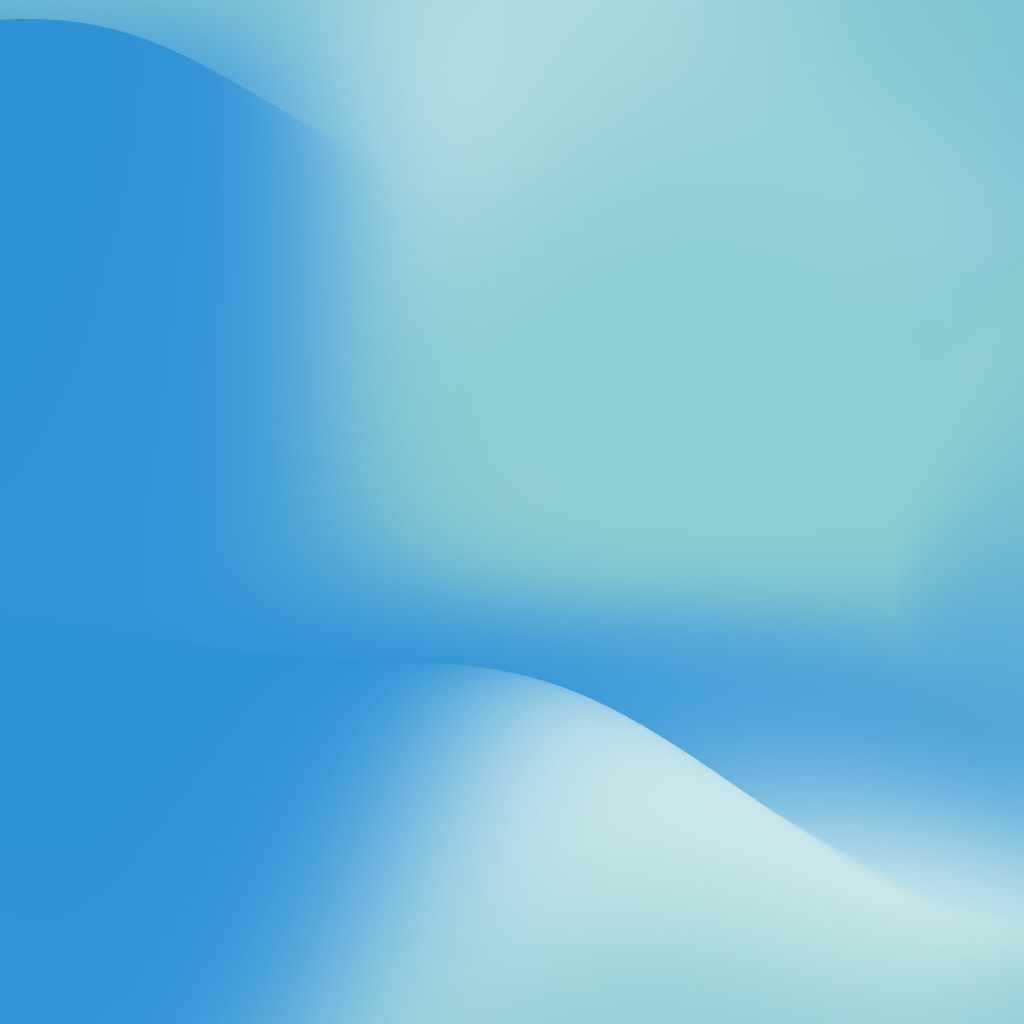
**About Waterpower Day**

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](https://owa.ca/waterpower-day/) and to access our [latest resources.](https://owa.ca/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.