



## Newsrelease

***For immediate release***

### ***OWA Launches New Website***

#### ***Association expands its toolkit of communication tools***

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[www.owa.ca](http://www.owa.ca)

**July 13, 2010 – Toronto** – Today the Ontario Waterpower Association (OWA) launched its new and improved website [www.owa.ca](http://www.owa.ca). The website features several new tools and uses a content management platform which allows for instant updates of breaking news stories, events, and other pertinent information of direct relevance to the waterpower industry.

“I am very pleased with the fresh new look of the revamped website”, said Janelle Bates, Membership Services and Marketing Coordinator, Ontario Waterpower Association. “The site has several new features and allows for the reorganization of our existing information in a more clear and user friendly fashion.”

Some of the highlights of the new website include an expanded resource library, searchable membership directory, online advertising, and the integration of social media tools. Many more new features are currently under development by the Association with plans for integration by mid August.

“The OWA remains the primary source for information pertaining to the waterpower industry in Ontario. Our new website expands the Association’s toolkit of communication, education and resource materials designed to assist both our members and others with a direct interest in the waterpower sector”, said Paul Norris, President of the Ontario Waterpower Association.

The Ontario Waterpower Association was formed in May 2001 and represents more than 95% of Ontario waterpower producers. Waterpower is clean, renewable and accounts for more than one quarter of Ontario's energy mix. It is of critical importance in responding to daily and weekly changes in demand. Almost 200 facilities are distributed across Ontario - a strategic security advantage. For more information, contact Janelle Bates, Marketing and Membership Services Coordinator, Ontario Waterpower Association at 866-743-1500 ext. 23.