



News Release

Brookfield Renewable Power and Collaborators Launch Wear It! Oswego Initiative *Spread the Message of Responsible Water Safety*

OSWEGO, NY (May 23, 2011) Brookfield Renewable Power, in collaboration with the City of Oswego Fire Department, the Oswego County Department of Community Development, Tourism and Planning, and The *Palladium-Times* newspaper, announce the Wear It! Oswego initiative.

The Wear It! Oswego program is designed to raise public awareness about responsible and safe recreation on or near water. In addition, the Wear It! Oswego program highlights the importance of wearing life jackets and the options that are available when it comes to comfortable and lightweight personal flotation devices (PFD).

Residents can expect to see the Wear It! Oswego logo throughout the City and surrounding communities over the next several months. In addition, Wear It! Oswego collaborators will promote this initiative in a variety of ways including a contest, art projects and social media communications.

Wear It! Oswego is an off-shoot of the national Wear It! program, implemented by the National Safe Boating Council. **In 2009, 84% of those who drowned were not wearing a life jacket.** That is why the Wear It! program reminds everyone that it's not enough to simply carry a life jacket. Instead, even the most experienced water recreationists should wear a life jacket as accidents on the water occur too fast to reach for stowed PFDs.

The first public outreach idea under the Wear It! Oswego program will occur over the next several weeks when Oswego County residents and businesses will be asked to take the Wear It! Oswego pledge to wear life jackets when recreating on or near water. Look for pledge cards and additional details on the Wear It! Oswego Pledge Drive in upcoming editions of The *Palladium-Times*.

For additional information on the national and New York State Wear It! initiatives, visit www.safeboatingcampaign.com and www.wearitnewyork.com.

About Brookfield

Brookfield Renewable Power Inc., wholly-owned by Brookfield Asset Management Inc., has more than 100 years of experience as an owner, operator and developer of hydroelectric power. In the United States, Brookfield owns 101 hydroelectric generating stations in nine states. In

New York, Brookfield owns and operates 75 stations on 15 rivers, including the Raquette, Sacandaga, Salmon, Oswego, Oswegatchie, Mohawk, Beaver, Black, Upper Hudson and Hoosic rivers. Brookfield actively promotes the [National Safe Boating Council's Wear It!](#) Campaign to promote the usage of personal flotation devices. Brookfield was awarded a 2010 [National Public Service Award by the National Association of State Boating Law Administrators](#) for its partnership with New York State to create and fund public service announcements spreading the word about water safety.

About the City of Oswego Fire Department

The City of Oswego's Fire Department has been operating as a paid fire department since 1876, making it the third oldest paid fire department in New York State. The department is responsible for fire suppression, emergency medical treatment and transport, water rescue, technical rescue, hazardous materials response, fire prevention education and fire safety inspections. For additional information visit http://www.oswegony.org/DEPT_fire.html.

About Oswego County Tourism

Oswego County offers an amazing variety of vacation opportunities -- world-class fishing, beautiful scenery, abundant waterways, colorful historic sites and entertaining community festivals. The Oswego County Department of Community Development, Tourism and Planning promotes Oswego County through a comprehensive international marketing plan. For upcoming events and visitor information, go to www.visitoswegocounty.com

About *Palladium Times*

The Palladium-Times is Oswego County's only hometown daily newspaper and has served the City of Oswego and surrounding areas in that capacity since 1845. Combining the newspaper with the area's premier online platform for breaking news headlines and developing stories, www.palltimes.com <<http://www.palltimes.com>>, *The Palladium-Times* is a multi-media company that maximizes audience reach in the county seat of Oswego and brings buyers and sellers together every day. In print, online, anytime...miss a day, miss a lot.

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