



Electrical Safety Authority looking for super-sleuths to solve the *Powerline Deadly Dozen*

Launch of interactive online game and contest highlights Powerline Safety Week

MISSISSAUGA, ON, May 12, 2014 – The Electrical Safety Authority (ESA) is putting Ontarians on the case! And like any good crime story, the serial killer is at large and within striking distance.

To raise awareness of safety hazards involving overhead and underground powerlines, ESA has created the ***Powerline Deadly Dozen***, a web-based, mobile-friendly game. Participants will access the evidence, poring over fictional case files featuring realistic images, videos, as well as police reports with victim and witness statements, to try to determine what happened.

Each solved case at www.deadlydozen.ca will earn participants one contest entry, with weekly \$100 Canadian Tire® gift card prizes and a grand prize \$1,000 Canadian Tire® gift card up for grabs. The contest period runs from May 12 to June 20, 2014.

"You can't play around with electrical safety, but our goal is to educate Ontarians about potentially dangerous situations using a fun and interactive platform where families and individuals can learn life-saving tips," says Scott Saint, Chief Public Safety Officer with the Electrical Safety Authority.

The "Deadly Dozen" refers to 12 of the most common hazards that powerlines pose to the public. Some of the real-life examples that are depicted include:

- Trimming trees
- Cleaning eaves troughs
- Flying a kite
- Home maintenance including exterior painting and roof repair
- Digging holes for fence posts

For the second straight year, the Electrical Safety Authority has joined forces with industry partners and local electricity distributors on a number of education and awareness activities during *Powerline Safety Week*, which runs from May 12 to 18.

"ESA's mission is to reduce injuries and deaths from electrical accidents down to zero," adds Saint. "While we are making great progress, you can never take safety for granted and everyone has an important role to play. We have an obligation to work together to protect our families, our communities and ourselves."

To stay out of harm's way, the ESA urges everyone to follow these basic powerline safety tips:

At home:

- Look out for powerlines when cleaning eaves troughs or pruning trees;
- Carry ladders horizontally, never vertically, and check for overhead powerlines before putting them up;
- When digging in your yard or for fence posts or deck supports, call Ontario One Call or your local electric utility to check for and mark underground cables;
- Always stay at least three metres (10 feet) away from any overhead powerline. This includes tools, ladders and equipment; and
- For any questions regarding overhead or underground powerlines contact your local electric utility.

In your community:

- Never play with or around powerlines or other electrical equipment, including any green metal boxes on lawns or in fields;
- If you ever see a downed powerline, stay well back, and call 911 immediately; and
- Should a powerline fall on your vehicle, stay inside until help arrives; never get out.

At work:

- Construction sites should always have a signaller to make sure heavy equipment, including dump trucks and cranes, are well away from powerlines;
- Remove or prepare for hazards before beginning any job by conducting a hazard assessment of the site;
- Manage worksites carefully, with pre-work checklists for workers on roofs, scaffolding or any other aerial work; and
- When using any equipment, not only heavy machinery, but also things like ladders, be aware of powerlines and stay clear of them.

For more life-saving tips, play the game at www.deadlydozen.ca or visit www.powerlinesafety.ca.

About the Electrical Safety Authority (ESA)

The Electrical Safety Authority's (ESA) role is to enhance public electrical safety in Ontario. As an administrative authority acting on behalf of the Government of Ontario, ESA is responsible for administering specific regulations related to the Ontario Electrical Safety Code, the licensing of Electrical Contractors and Master Electricians, electricity distribution system safety, and electrical product safety. ESA works extensively with stakeholders throughout the province on education, training and promotion to foster electrical safety across the province. More information on the Electrical Safety Authority can be found at www.esasafe.com, through Twitter @HomeandSafety and on Facebook at www.facebook.com/ElectricalSafetyAuthority

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