



### The Battle Continues: Critical Updates on our fight to save Georgian Bay

Dear Supporters of Georgian Bay, As the seasons shift, we are reminded of the vital importance of protecting the environment that sustains us all. As fall transitions to winter, we remain more determined than ever to oppose TC Energy's proposed pumped storage project, which threatens the delicate balance of our region's ecosystem. You may have noticed that, despite the passage of several decision "deadlines" over the years, there has been no official approval announcement for the project. While this delay is encouraging—perhaps signaling reservations about the project's fit for Ontario—the fight is far from over. Our mission remains clear: we will continue the fight until we STOP TC Energy's proposed open-loop pumped storage project. In this update, we share Ontario's roadmap for an Integrated Energy Plan and how the Town of Parry Sound utilizes microgrid and battery technology to support its goal of becoming a net-zero community. We also highlight exciting news about how a generous donation is helping us amplify our efforts, upcoming events, and a new Save Georgian Bay video! And, of course, we offer fresh ways for you to stay engaged and continue making an impact as we move forward in our ongoing campaign.

#### Ontario has a new Energy Minister – And a new strategy.

Ontario has a new Minister of Energy and Electrification, Stephen Lecce. You can learn more about the challenges facing the province as demand for energy continues to rapidly grow, as well as the province's path to managing this demand, here:

ONTARIO'S NEW ENERGY PLAN

No doubt, energy storage will be an important part of Ontario's strategy. Use our quick and easy online letter-writing tool to tell Minister Lecce that you advocate for energy storage technologies that are more environmentally friendly and cost-effective than TC Energy's proposed open loop pumped storage project:

SEND A LETTER!

### The case for micro-grids and battery storage: Parry Sound's success story.

Communities across Ontario have adopted micro-grid and battery storage technology to support their increasing energy needs. See how the Town of Parry Sound is using energy storage to support the integration of renewable resources, spurring economic development, and providing back-up power during emergencies.

Check out the video to learn how Parry Sound is on its way to becoming a net zero community while helping to make Ontario transition to a cleaner, more reliable grid.

### Under the Microscope: SSEA to review TC Energy's proposed project.

Recently, Save Georgian Bay had the opportunity to present our concerns about the environmental and economic implications of TC Energy's proposed pumped storage project to the Severn Sound Environmental Association (SSEA). If you would like to see the presentation you can find it here:

PRESENTATION TO SSEA

The SSEA works closely with its partner municipalities—Midland, Penetanguishene, Tiny, Tay, Springwater, Oro-Medonte, Georgian Bay, and Severn—to promote environmental stewardship and protect the quality of Severn Sound and its tributaries. We are grateful to the SSEA for agreeing to examine this project and for considering its potential impacts on the health of our cherished environment. The Association has committed to providing a comprehensive report to the eight-member municipalities by January, which will help inform their decision-making process moving forward. We will continue to keep you informed as we learn more and as the SSEA progresses with their assessment.

Share your perspectives with the Severn Sound Environmental Association.

Visit the SSEA website to learn more about their mandate.

SEND AN EMAIL TO SSEA

LINK TO SSEA WEBSITE

### It's Back! Get ready for the 4th annual "Save the Bay" Polar Dip.

We're thrilled to announce that the "Save the Bay" Polar Dip is back! This will be the fourth annual splash of fun for a serious cause – a chance to take a chilly plunge into the bay to raise awareness and funds for our ongoing efforts to protect the environment. Stay tuned for more details on how you can sign up to take the plunge or sponsor someone who's taking on the cold for a good cause. Together, we'll make a big splash in the fight to protect our precious Georgian Bay!

### A special contribution in loving memory.

"Our family has presented a donation to Save Georgian Bay in memory of my brother Jim who passed away in July. Hopefully, this legacy gift will help in our fight to spread the word of the importance of stopping TCE. We have spent decades enjoying the pristine waters of this precious area. Our hope is that many more generations of families can experience this same joy for years to come."

– Sam and Ann Donato

All of us at Save Georgian Bay are deeply grateful to the Donato family for their generous donation made in Jim's memory. This meaningful gift is a powerful reminder of the personal connections that inspire our collective efforts to protect the environment.

The Donato's thoughtful contribution will have a significant impact on our work, enabling us to expand our reach, primarily through social media, helping us connect with even more people who are passionate about protecting Georgian Bay and the Niagara Escarpment.

We also want to recognize the countless other supporters, like you, whose contributions—big and small—are helping drive our mission forward. It is the strength of this united community that makes our work possible, and we couldn't do it without each and every one of you.



### Spotlight: Georgian Bay Association

In this update letter, we're shining a spotlight on the Georgian Bay Association (GBA), a valuable supporter in our efforts to protect the environment and stop the proposed TC Energy pumped storage project. Their commitment to preserving the health and beauty of Georgian Bay aligns deeply with our own goals, and we're proud to stand together in this important fight. Together, we are stronger.

A special thank you goes to Rupert Kindersley, the former Executive Director of the Georgian Bay Association, whose expertise and guidance have been invaluable to us. Rupert, enjoy your well-deserved retirement knowing that the environment is better for your efforts. Your legacy of stewardship will continue to inspire us all.

The Georgian Bay Association is a vital advocate for the Bay, focusing on the environmental, ecological, and social sustainability of the region. Through their dedicated work, they promote environmental stewardship, public awareness, and policy advocacy. Click on the GBA logo below to visit their website and learn more about their important work.

### Help spread the word! Share our new Save Georgian Bay video.

We're thrilled to announce that we have a brand new video, showcasing our mission to protect Georgian Bay, now live on our social media channels and YouTube!

This video powerfully captures why it's so critical to protect Georgian Bay and the Niagara Escarpment from TC Energy's proposed project. Thank you to Tom Buck, Paul Young, Caryn Joy Colman, Gary Green, Mike McTaggart, and Louise Green for participating. Bravo!

Now, we need your help to amplify this message and rally more support. Please share the video on your own channels using our hashtags: #SaveGeorgianBay #SayNoToTCEnergy

When you post, feel free to share what Georgian Bay means to you and why it's worth protecting. Even a short, heartfelt note can make a big impact!

### Your support in action: Enhancing our online presence.

Save Georgian Bay is excited to expand our social media outreach and engage more people in our mission to protect this vital region. To help us accomplish this, we've hired professional social media marketing support to help us create fresh, impactful content that resonates with our community.

You may have already seen some of our new posts, including our Climate Week update, the Halloween Horror series, a spotlight on Canada's new Water Agency, our fun True or False fact-checking series, and our celebration of STEM Day. Or you may have seen our brand new video, showcasing our mission to protect Georgian Bay! These are just a few examples of the creative ways we are sharing important environmental messages and keeping you informed and involved.

In today's world, social media is one of the most powerful tools for connecting with people, spreading awareness, and driving change. For Save Georgian Bay, this means reaching more individuals who care about our environment and empowering them to take action in support of protecting the Bay and its surrounding ecosystems. With your support, we're able to grow our online presence, foster deeper connections, and expand our reach to create a more powerful voice to stop TC Energy's proposed project.

### Help us amplify our message. You can make a difference!

Did you know that when you like, comment, and share our posts, you're helping to get our message in front of more people? Social media platforms use algorithms to decide which content gets seen, and engagement is key to boosting visibility. Your interactions not only help us connect with more individuals but also bring attention to the critical environmental issues facing Georgian Bay.

And don't forget to use our hashtags: #SaveGeorgianBay #SayNoToTCEnergy

It only takes a moment, but your engagement can help us reach thousands of people who may not have seen our posts otherwise.

Together, we can raise awareness, spark conversations, and build a stronger community of advocates for Georgian Bay.

### Make your voice heard! Send a letter in just a few clicks.

Your voices are incredibly powerful in helping spread our message and engaging more people in this important cause. Thanks to your ongoing support, we've made significant strides in raising awareness and pushing for the protection of Georgian Bay and the Niagara Escarpment.

If you haven't already, now is the perfect time to use our quick and easy online letter-writing tool to share your concerns about TC Energy's proposed pumped storage project.

It only takes a few minutes, but it could help influence decisions that impact the future of Georgian Bay. The more letters we send, the stronger our collective voice becomes. So, if you haven't yet, please take a moment today to make your voice heard!

Save Georgian Bay would like to extend a heartfelt thank you to the Ontario Clean Air Alliance (OCAA) for their generous support in providing us with this easy-to-use tool that allows our supporters to quickly and effectively send letters to key decision-makers, making it easier than ever to raise our voices and advocate for the protection of Georgian Bay.

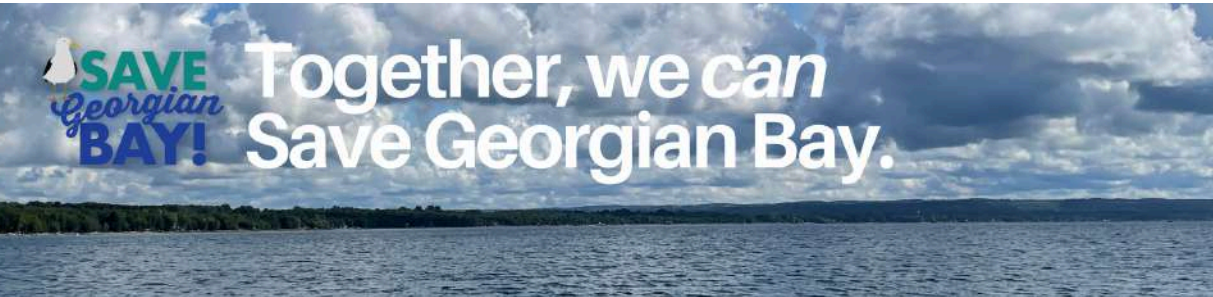
Visit our letter-writing page → Enter your information → Review the pre-loaded template. → Add your personal message. → Click "Add Your Voice"

Your letter will be automatically delivered to key decision-makers at the federal, provincial, and municipal levels who can take action.

GET STARTED HERE!

That's all for now! Thank you for being an active part of our community and helping us protect the beauty and health of Georgian Bay for generations to come. Together, we can Save Georgian Bay! Warmly,

Your friends at Save Georgian Bay



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