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LUCELEC Continues Sponsorship Of Saint Lucia

Jazz

Submitted by cjoseph on Wed, 2025-04-30 08:33

Castries, April 30, 2025 – St. Lucia Electricity Services Limited (LUCELEC) reaffirmed its commitment to continue as a Platinum sponsor of the Saint Lucia Jazz and Arts Festival during a recently held sponsor’s event. LUCELEC also pledged support of major community events on the festival’s calendar and will partner with the Cultural Development Foundation for the arts component, ‘Art and the City’.

LUCELEC’s commitment to the country’s premier festival continues a relationship that began with the inception of the festival in 1992. The Company proudly powers the festival through the provision of electrical infrastructure, technical and financial support.

As part of its commitment to the festival, LUCELEC will continue to support Soufriere Jazz, Monchy Mizik En Kweyol, the Jazz Sampler, Junior Jazz & Arts Festival, Rainforest Jazz En Babonneau, Jazz La Se Nou Mem in Desruisseaux, Hills & Valleys Inspirational Jazz in Bexon, and Mouvman Ansamn Jazz in the Park in Vieux-Fort. The new community events – Jazz en Vierge at Point Vierge, Micoud, the Choiseul Jazz Fiesta and Anse La Raye Fish Fry Jazz will also receive sponsorship from LUCELEC.

LUCELEC Senior Manager Corporate Communications Omari Frederick emphasized the company supports Saint Lucia Jazz because of its significant impact on the country’s economy and on its creatives.

“LUCELEC has been a proud partner sponsor of the Saint Lucia Jazz and Arts festival from the very inception, which makes our partnership at least 3 decades strong. We are driven by a simple vision, “to be the energy that powers our nation’s success”. Over the years, the Jazz and Arts festival has become the beacon for cultural, social and economic development in Saint Lucia. One cannot deny the immense power that this festival brings to the country, both at the national and community level, driving economic activity and impacting many households across the island, both involved directly with the service industry and indirectly. And of course, we cannot forget the other critical component of the festival, which is the arts component, Art and the City of which LUCELEC is also a major sponsor,”

During the festival period, LUCELEC will relaunch its “Powering the Rhythm of Jazz” campaign which includes a television commercial and social media campaign giving the public and its customers a sneak peek into how the Company ensures the rhythm of jazz never stops.

The Saint Lucia Jazz and Arts Festival officially opens on April 30 at the Mindoo Phillip Park and will culminate on May 11 at Pigeon Island.

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