

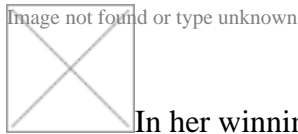
LUCELEC Ends Facebook Promotion With Two Winners

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Submitted by cjoseph on Tue, 2014-12-23 13:44

Gabby Morille and Ethel Ismond are the final two winners in the St Lucia Electricity Services Limited (LUCELEC) “Moments Beyond Measure” Facebook Promotion that began on November 25, 2014.

Each winner received an eight inch Samsung Galaxy tablet for their winning posts to the LUCELEC Facebook page. The promotion called for a story and picture about a moment in each person’s life when they truly appreciated having electricity.



In her winning post, Gabby Morille wrote about the importance of electricity in lighting up her community of Marchand, providing light to people who previously depended on candlelight. Her post received 388 Likes, the most likes of the 23 posts in that final week of the Promotion.

“Just imagine life without electricity, especially at nights, after the sun goes down. You would have to use candles and lanterns. These same lanterns used to illuminate the streets of Marchand. But thanks to LUCELEC, our city looks radiant at nights. Thank you LUCELEC for electrifying the country.”

Ethel Ismond meanwhile, spoke about two moments in her life when she valued electricity. The first was when she got her own electrical connection in her home. The second is the important role electricity plays in helping her stay connected to her family abroad.

“The most recent moment beyond measure is seeing my new granddaughter’s face, smiling, blowing kisses and waving. She lives in Canada and we communicate using Skype. PRICELESS. Thank You LUCELEC.”

The two winners join Asher Stephen, Sheba Alphonse and Perseus Prospere, the three previous winners of the promotion that ended on Friday December 19, 2014.

Ninety-seven (97) people submitted entries in the LUCELEC Facebook Promotion that was part of observances of LUCELEC’S 50th Anniversary. The 4-week promotion generated more than 1100 likes to the LUCELEC Facebook page.

Tags:

[LUCELEC](#) [1]

[Facebook Promotion](#) [2]

[Moments Beyond Measure](#) [3]

[Value of Electricity](#) [4]

[Carmy Joseph](#) [5]

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Links

[1] <https://www.lucelec.com/tags/lucelec> [2] <https://www.lucelec.com/tags/facebook-promotion>

[3] <https://www.lucelec.com/tags/moments-beyond-measure> [4] <https://www.lucelec.com/tags/value-electricity>

[5] <https://www.lucelec.com/tags/carmy-joseph>