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St. Lucia Electricity Services Limited (LUCELEC) is a Gold Sponsor of the 2013 Saint Lucia Jazz and Arts Festival.

The power company was among several sponsors presenting its contribution to the main organiser of the revamped festival, Saint Lucia Tourist Board, on Thursday April 11, 2013.

The electricity company has assisted the 22- year-old festival since its inception, contributing electricity infrastructure as well as cash.

LUCELEC's support of Saint Lucia Jazz and Arts extends beyond the main stage to several of the other events that will be held across the island. For this year, to date, these include Jazz in the South, Fond D'Or Jazz, Soufriere Jazz, Tea Time Jazz, Jazz on the Grill and Jazz on the Bay (Marigot).

LUCELEC's support for the festival derives from the company's commitment to activities that contribute to the island's social and economic development, celebrate and reflect Saint Lucia's identity and diverse culture.

The new thrust of the Saint Lucia Jazz and Arts Festival also ties into the Company's well documented support for and promotion of local arts, artistes, festivals and culture which are critical for the growth and development of the Creative Industries, a sector that has the potential to become a major contributor to the economy.

"We also support community participation in the St. Lucia Jazz and Arts Festival, not just as on-lookers, but as producers, creators, and active participants. That way, we're broadening the reach of the festival and its attendant benefits, and contributing to the overall effort of expanding economic activity at a time when the country really needs it," says LUCELEC's Corporate Communications Manager, Roger Joseph.

The Saint Lucia Jazz and Arts Festival will be held from April 30 - May 12.

It has been, and continues to be, a major marketing and promotion tool for the island.

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