

LUCELEC Fulfils Commitment to National School Sports Programme

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Saint Lucia Electricity Services Limited (LUCELEC) has presented the Ministry of Youth Development and Sports with a \$50,000 donation towards the Inter-Schools Sports Programme.

The sponsorship is the final part of a three year commitment with the Ministry valued at \$150,000.

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The donation was made during the launch of the 2014/2015 Inter-Schools Sports Programmes under the theme, “My Education, My Sports, My Life: My Goal”. Speaking at the ceremony, LUCELEC Corporate Communications Manager Roger Joseph likened the theme to the reason LUCELEC chose to invest in youth and sports through the Ministry.

“Our vision is to be the energy that powers our nation’s success. As a company we make long term investments. When we partnered with the Ministry of Youth Development & Sports three years ago, it was with an eye on getting our junior athletes ready for success when St. Lucia hosts the Commonwealth Youth Games in 2017, by helping to energise the school sports programme. We’re pleased with the success of the school sports programme so far,” says Mr Joseph.

LUCELEC is the first company to partner with the Ministry of Youth Development and Sports in such a manner, a distinction that received high praise from Permanent Secretary in the Ministry, Fortuna Belrose.

“When a company decides to sponsor sports, it’s like saying to the nation what your philosophy is. Sports is about fitness, it’s about health, it breathes fresh air into organizations but more importantly it’s about building the nation and getting people to understand the values that keep us going and LUCELEC through their motto, the Power of Caring, symbolizes that for us,” says Mrs Belrose.

The funding is provided through the LUCELEC Trust Company Inc., the philanthropic non-profit arm of the company set up several years ago, tasked to manage the company’s donations.

The donation builds on a longstanding support of sports that ranges from sponsorships of medals, trophies as well as fencing and lights for various facilities across the country.

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