



LUCELEC

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#9/2022

FOR IMMEDIATE RELEASE

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LUCELEC HELPS POWER SAINT LUCIA CARNIVAL 2022

Castries, July 8, 2022 – Saint Lucia Carnival 2022 is powered by St. Lucia Electricity Services Limited (LUCELEC). Dubbed the “Recovery Carnival” by Creative Industries Minister Dr Ernest Hilaire, the power company is investing in the creative aspects of the festival to aid in that effort.

Among the entities getting LUCELEC support is the Carnival Planning and Management Company (CPMC) for the staging of the semi-finals and finals of the calypso and soca monarch competitions. LUCELEC also continued its longstanding relationship with the South Calypso Tent and provided support to Soca the Ultimate Tent and newcomers Kaisos Pro’s Tent. One of LUCELEC’s Customer Service team members, Kurtly “Pablo” Estava, is a member of Kaisos Pro’s Tent and the Company supported him in his quest for the Power Soca Monarch title.

Pan players are also getting LUCELEC support with contributions to the LUCELEC Pantime Steel Orchestra and reigning Panorama Champions, Babonneau Superstars. Both groups will participate in Panorama on Sunday, July 10 at the Sab in Castries.

With an eye towards the development of capacity in the Creative sector, LUCELEC agreed to partner with U4RIA in its third Soundcheck training event. Soundcheck is offered in two parts to students enrolled in event management and the performing arts. The theoretical component is open to university students from UWI and Monroe College. On Thursday, July 8 at the UWI Open Campus on the Morne – participants were taught “Making Ideas Happen” and “Financial Management”.

The second practical component will take place the day before the U4RIA concert when secondary school students will attend the sound check of the artistes who will perform at the musical concert on Thursday, July 14. There, they will be exposed to the production aspects of events as well as interact with the artistes on stage. LUCELEC is a Silver Sponsor of Soundcheck.

LUCELEC’s support for Carnival is rooted in its belief that the arts must be supported and funded if it is to become a viable livelihood for Saint Lucian creatives and fulfil its potential as a significant contributor to the local economy. “It’s not enough to make and create art that inspires and brings an audience joy if those who do so cannot financially support themselves. Through Carnival, that philosophy makes a broad impact across a festival that sustains artistes, musicians, costume builders and so many others whose livelihood have been negatively impacted by COVID-19,” the power Company notes.

Saint Lucia Carnival will culminate on July 19 with the annual Parade of the Bands.

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