



SAINT LUCIA

GOVERNMENT OF SAINT LUCIA
Ministry of Commerce, International Trade,
Investment, Enterprise Development and Consumer Affairs

Communications on this subject
Should be addressed to:

Fourth Floor, Heraldine Rock Building
Waterfront Castries
Saint Lucia

THE PERMANENT SECRETARY

PRESS RELEASE
For Immediate Release

LOVE SAINT LUCIA INDEPENDENCE COMPETITION

Castries, February 25th, 2021; The Ministry of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs is hosting a video competition from February 22nd, 2021 to May 05th, 2021, to promote the Love Saint Lucia Campaign, as part of Saint Lucia's 42nd Independence celebrations.

This competition is expected to improve consumer awareness and increase domestic market share of local products.

The Ministry is confident that with continuous sensitization activities, consumers will pivot their purchasing options towards domestic consumption.

The competition is entitled, **Local Products Challenge, and participants are required to:**

- 1) Create a 42 second video showcasing as many local products as possible.
- 2) Include the Love Saint Lucia Logo in the video.
- 3) Upload the video to the Ministry's Facebook and Tag [#lovesaintlucia](#) and [#commercesaintlucia](#)

The deadline for submissions is **Monday, 12 April 2021 at 4:00 pm**

Cash Prizes

1st Prize - \$3000

2nd Prize - \$1000

3rd Prize - \$500

Bonus Prize – **People's Choice Award** for the video with the most likes.

For logo and further information, please contact the Marketing Specialist, Cindy Eugene at cindy.eugene@govt.lc or 285 1166 or visit the www.commerce.gov.lc

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