



# BELIZE ELECTRICITY LIMITED

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## **BEL Launches 2014 Golden Citizen Electricity Bill Pay Program**

Belize Electricity Limited (BEL) today presented awards to recipients of its 2014 Golden Citizens Electricity Bill Pay Award during a ceremony held this morning at the Company's Corporate Headquarters in Belize City. The 20 Golden Citizens awarded today represent only a portion of the approximately 160 randomly selected senior citizens countrywide, whose monthly electricity bill will be paid by BEL for an entire year.

BEL's Golden Citizens Bill Pay Program is one of several initiatives through which the Company fulfills its new Mission "*to provide reliable electricity at the lowest sustainable cost, stimulate national development and improve the quality of life in Belize.*"



The remaining 140 awardees from across the country will be visited and presented with certificates at their homes during the next week.

Awardees are selected by BEL based on the following criteria:

- Must be 65 years of age or older and registered as a Golden Citizen with BEL.
- Must hold only one active account with BEL which is billed under the Social Rate Category.

The benefit is for electricity consumption of not more than 60kWh monthly, used for residential purposes only and is being applied towards electricity used during the period January 1, 2014 to December 31, 2014.

BEL thanks today's awardees for registering their electricity account as a Golden Citizen and encourages others who have not yet done so to update their account so that they too can be eligible for this benefit.

BEL recognizes the contributions of older persons in our country and continues to seek new ways to honor our Golden Citizens. In 2013, we launched our Golden Citizen Priority Service for customers who are 65 years or older to ensure they are always treated with priority, respect and courtesy when entering BEL's premises. This service was implemented at all Customer Care locations companywide.

BEL believes that individual respect and courtesy is at the heart of excellent customer service. We continue to develop our services with initiatives like these, in line with our Vision: *A Model of Excellence.*

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