

## NWC LAUNCHES WATER WINNINGS PAYMENT INCENTIVE CAMPAIGN

Hundreds of National Water Commission (NWC) customers are to benefit from a prompt payment incentive campaign set to begin on April 1 of this year. The campaign, which is scheduled to run for three months is called Water Winnings and was launched this morning (Friday, March 21) as part NWC's company-wide activities to mark World Water Day on March 22, 2003.

Speaking at the launch, NWC Chairman Richard Byles outlined the need for this type of promotion and pointed out that the National Water Commission, over the past few years, has had problems collecting payments for water supply from delinquent customers. Additionally, many customers do not pay their bills on time, causing a cash-flow problem for the Commission. In an effort to stave off delinquency and late payments, he said that, the NWC has seen the need to create a promotion to encourage and reward customers who consistently maintain timely payment of their water bills.

According to NWC President, E. G. Hunter, "This programme does not propose to replace any revenue collection and support activities now being undertaken. Rather it proposes to lend support to other special initiatives and routine activities. The proposal presumes that these many and varied activities will be continued."

Water Winnings is aimed at NWC Domestic Customers who pay their bills in full, on or before the due date. These customers will be given a chance to win spot prizes, monthly regional prizes as well as one of three grand prizes, which are a 2003 GM Avalanche for first prize, a 2003 GM Chevy Celta for the second prize, and a return trip for two to any Air Jamaica Express Caribbean destination for the third prize. Monthly Regional prizes will include cell phones from Digicel, water tanks with plumbing work done by the NWC, grocery baskets from Chas E. Ramson and many other prizes. Eligibility for the monthly regional prizes and the grand prizes will be determined electronically and winners will be chosen in a draw.

This new campaign applies to any person who pays the water bill for a domestic customer account, regardless of where the bill is paid, so long as it is paid in full and on time. Verification of the winner and in order to claim the prize, winners will be required to show proof of payment. Items of proof include NWC paid bills / receipts, as well as transaction numbers for bills paid electronically.

"For doing nothing more than honouring your obligation on time and in full, we will provide you with a chance to win a wonderful array of prizes just to say to you that we appreciate you for paying your water bills and we hope you continue to do so," said the NWC chairman.

The Water Winnings promotion is aimed at encouraging customers to pay on time and to improve the cash flow of the National Water Commission. It is also aimed at minimizing the growth of outstanding receivables, improving the corporate image and visibility of the NWC, and to increase customer awareness of the NWC and its activities. The campaign will end on June 30, with the grand prize draw set for July 12, 2003.