

Digicel Launches Online Top-up Competition

Digicel today announced the launch of its latest online top-up competition in which customers are given the chance to win a trip for two to Jamaica to meet the World's Fastest Man and Digicel Brand Ambassador, Usain Bolt

The promotion – which runs from September 1st through September 30th – is open to Digicel customers in the Diaspora as well as those in Barbados, Bermuda, Jamaica and Turks & Caicos.

To be in with a chance of winning, customers in these four Digicel markets who receive an online "Double Bubble" top-up from abroad – any country in which Digicel does not operate,* such as the United States, the United Kingdom and Canada – are automatically placed in the draw to win.

Likewise, those customers in the Diaspora markets who send an online "Double Bubble" top-up to customers in Barbados, Bermuda, Jamaica and Turks & Caicos are also automatically placed in the draw. In addition, Digicel Bermuda customers who send or receive top-up online to other Digicel customers in Bermuda are also in with a chance to win.

The grand prize of the VIP meet and greet with Usain will take place in October in Jamaica. The winners will be flown to Kingston's Norman Manley airport where they will be met and transported to their luxury hotel. The following day they will be taken on an excursion which includes a visit to the Bob Marley museum and Trenchtown – the place where Bob Marley grew up.

That night, the winners will enjoy dinner with Usain Bolt where they can chat with the World's Fastest Man. For winners in Jamaica, they will be collected at their home and brought to the hotel where they will spend the two nights as part of their prize.

Digicel's General Manager for the Diaspora, Valérie Estimé, said; "At Digicel, we're always looking for new and innovative ways to keep those customers in the Diaspora connected with their loved ones at home – and with the launch of our latest online top-up promotion, we're doing just that.

"By simply using Digicel's online top-up service to send top-up to customers in Barbados, Bermuda, Jamaica and Turks & Caicos – the sender and receiver are both in with a chance to win this fantastic trip for two to meet Digicel Brand Ambassador and the World's Fastest Man, Usain Bolt," continued Estimé.