

ENGLISH EDITION

«For You, For Chile»: Jeannette Jara Campaign Launches Plan to Raise Incomes and Cut Electricity Costs

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As Chile's TV campaign period begins, Jeannette Jara's team unveils a new phase of her presidential bid with proposals to cut electricity bills and boost household incomes.



As Chile's TV campaign period begins, the candidate's team unveiled a new phase of her run, outlining key proposals to ease the cost of living for Chilean households.

On the morning of October 13, Jeannette Jara's campaign spokespeople—Deputy Gael Yeomans and economist Nicolás Bohme—held a press briefing to unveil new announcements in the presidential bid. Coinciding with the start of the televised slot and the release of the candidate's book, the team introduced the slogan «For you, for Chile, it's Jara,» aiming for a direct connection with voters.

Yeomans added that the presidential TV slot will be directed by filmmaker Nicolás Acuña, known for the series *El Reemplazante*. She emphasized the goal of telling Jara's story—«a woman who has felt the country's hardships and, through perseverance, is ready to be Chile's president.» She also welcomed the recent endorsement from singer Mon Laferte, calling her «a renowned artist who has made Chile proud and helps amplify our campaign through the arts.»

For his part, Nicolás Bohme focused on a core economic proposal, the Vital Electric Consumption plan. He said the initiative aims to pass the benefits of renewable power on to households by guaranteeing a «vital consumption» block that covers essential needs such as lighting and refrigeration, with energy costs reduced by «40%,» translating into an average «20%» cut on final bills.

Bohme said the discounts would be achieved through «special energy purchases» via new, competitive tender processes designed to lower electricity costs. He stressed that the plan fully respects existing contracts in the power market and is conceived as «significant relief for families who have seen electricity prices rise sharply in recent months.»

Finally, Yeomans reinforced the proposal for a 750,000-peso Vital Income to complement electricity-bill relief. She argued that «it is unacceptable for a full-time worker to remain poor in this country» and cited the candidate's track record: «she has raised the minimum wage, reduced the workweek to 40 hours, and increased pensions.» The campaign says that experience will turn hope into results.



Fuente: [El Ciudadano](#)