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Christiansted's Heart Beats with Unity and Happiness at Jump Up! Event

"Vibrant Celebration Showcases St. Croix's Rich Culture and Community Spirit"

Culture / **Published On November 25, 2023 09:00 AM /**

Staff Consortium **November 25, 2023**

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Jump Up! in Christiansted, St. Croix on Friday, Nov, 24, 2023. By. V.I. CONSORTIUM

CHRISTIANSTED, ST. CROIX — The vibrant heart of downtown Christiansted was pulsating with unity and joy on Friday night, as it welcomed one of St. Croix's most beloved traditions, Jump Up! This popular event, supported by local businesses, not only boosts sales by keeping businesses open past usual hours but also brings together a diverse crowd of locals and tourists.

Jump Up! is not just an event but a celebration that occurs several times a year. This particular night saw an extraordinary turnout. People swarmed the streets, engaging in a plethora of

activities that ranged from enjoying live bands to watching the captivating performances of Moko Jumbies and fire dancers, with even a surprise appearance from Santa Claus.

The air was filled with the enchanting sounds of Steelpan music, adding to the festive atmosphere alongside the Moko Jumbies, dancers and live bands. The boardwalk was lit up with a mesmerizing display of fireworks, creating a spectacle that was truly a feast for the senses.

One of the highlights of Jump Up! is undoubtedly the culinary experience. The event was a delight for food lovers, with Johnny cakes, chicken legs, and chicken skewers among the popular choices. Attendees could be seen strolling through the streets, savoring local delicacies and immersing themselves in the vibrant atmosphere.

Among the vendors was Arielle Rames from Caledonian Wellness, who shared her personal connection with the event. "I've attended Jump Up since I was a little girl. I always relish the Moko Jumbies and the fire dancers," she said. Her booth featured wellness products, including bath and body care, aromatherapy, CBD and hemp products, teas, and child-friendly items like stickers and organic allergy-friendly candy.

Another noteworthy vendor was Courtney Amati from St. Croix Cellars, the sole winery in the USVI. "We obtain our grapes from California and we ferment through bottling right here in Christiansted in our building," Amati explained. The winery offers a range of wines, from exceedingly sweet to extremely dry, including varieties like Rosé, Malbec, and Sauvignon Blanc.

As the night unfolded, it became clear that Jump Up! was more than just an event. It was a vibrant celebration of culture, community, and togetherness that left a lasting impression on everyone who participated. With its dynamic energy, culinary delights, and diverse entertainment, Jump Up! continues to be a must-visit experience for those on St. Croix, embodying the island's rich heritage and welcoming spirit.