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## St. Croix Set to Welcome UberSoca Cruise for Epic J'Ouvert Celebration and Beach Party

**Cruise to bring over 2,500 revelers to St. Croix for a unique Zombie-themed J'Ouvert and beach party, featuring local and international artists as part of UberSoca Cruise's 10th anniversary celebrations**

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The V.I. Department of Tourism and the Division of Festivals have announced that the 2024 UberSoca Cruise will be making its way to St. Croix for an exciting day of cultural celebrations and festivities. This year's event will mark an important milestone as it represents the 10th voyage for UberSoca Cruise. Over 2,500 revelers are expected to be aboard the Norwegian Jade, which will dock at the Ann E. Abramson Marine Facility in Frederiksted on October 24.

The festivities will kick off with the UberSoca Cruise x USVI J'Ouvert, a lively parade through the streets of Frederiksted, presented by the Department of Tourism. This year's J'Ouvert, themed

around a vibrant Zombie-inspired road march, will see cruise guests and locals alike reveling in Crucian culture, accompanied by music, paint, powder, and foam. The procession will feature local and international entertainment, including performances by Virgin Islands natives DJ Avalanche and Adam O, as well as a host of other entertainers from the UberSoca Cruise lineup, according to a DOT release issued Monday.

“As we continue to expand marketing the destination to the world, we know the importance of continued recentring in culture and heritage,” said DOT Commissinoer Joseph Boschulte. “The partnership with UberSoca Cruise allows us to connect and showcase our islands with the Caribbean diaspora and lovers of our rich regional culture.”

The 2-mile J’ouvert route will lead participants to Frederiksted Beach, where the festivities will culminate in a beach party. The event will feature performances by St. Croix’s own Pumpa, as well as international Bouyon artist Asa Bantan. Local vendors will also be on hand to offer food, drinks, and treats, creating a vibrant atmosphere for both cruise passengers and locals.

"We are thrilled to return to the shores of the US Virgin Islands for our upcoming sailing," said Nathaniel Turner, CEO and Founder of UberSoca Cruise. "Our 2023 visit to St. Thomas was nothing short of historic, marking a celebration of culture and community. This year, we are excited to bring the USC family to St. Croix and extend a warm invitation to locals and those from surrounding islands to join us on the road for an unforgettable experience."

Event Schedule for UberSoca Cruise x USVI St. Croix Day:

- 7:00 a.m.: Norwegian Jade docks at the Ann E. Abramson Marine Facility.
- 9:00 a.m.: J’ouvert celebration begins in Frederiksted.
- 12:00 p.m.: Beach Concert at Frederiksted Beach kicks off.
- 2:00 p.m.: Beach Concert concludes.
- 3:00 p.m.: Norwegian Jade departs the Ann E. Abramson Marine Facility.