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Crucian Christmas Festival 2024-2025 Unveils Updated Line-Up and Event Highlights

Highlights include the Food Fair on January 1 and J’ouvert on January 2, alongside nightly performances by Caribbean stars and cultural celebrations in St. Croix

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J'Ouvert 2024 on St. Croix. By. V.I. CONSORTIUM

The V.I. Department of Tourism and the Division of Festivals have announced updates to the 2024-2025 Crucian Christmas Festival schedule and Village performance line-up. The festival, which runs for 10 days starting December 27, 2024, promises to showcase the rich culture of St. Croix, with performances from local and regional artists.

“Every year we aim to bring the best experiences to the island of St. Croix’s locals and visitors, spotlighting our territory’s rich and diverse culture,” said Joseph Boschulte, Commissioner of the Department of Tourism. This year’s festival highlights connections to the wider Caribbean, featuring performers from neighboring islands as well as local talent.

Festival Highlights and Key Events

The festivities begin with the opening of the Crucian Christmas Festival Village on December 27, where attendees can enjoy free nightly performances by nationally and internationally acclaimed artists. Headlining the event is soca superstar Machel Montano, who will take the stage on January 4, 2025, during Madras Mas Night.

The festival’s schedule includes a variety of events celebrating culture, music, and heritage. The Crucian Christmas Festival Food Fair will launch the new year on January 1, 2025, offering food, family activities, and traditional celebrations. The following day, January 2, Frederiksted will come alive at daybreak with J’ouvert, a vibrant expression of cultural resilience.

“We are excited to continue growing the experience of the Crucian Christmas Festival for all who attend while also remaining in touch with our rich heritage,” said Shamari Haynes, deputy commissioner of the Department of Tourism.

Performance Line-up

The festival boasts an exciting roster of events and performances:

- Friday, December 27, 2024 – Calypso Monarch Competition
- Saturday, December 28, 2024 – Band Clash
- Sunday, December 29, 2024 – Cultural Night
 - Performers: DJ Poppy Pops & Willy Chin, RVP, Stanley TSK, What It Is Band, KES
- Monday, December 30, 2024 – International Night
 - Performers: Unlimited Sound, Triple Kay, Xpress Band, Kruziano, Los Maestros, Manny Manuel Orchestra
- Tuesday, December 31, 2024 – DJ Night
- Wednesday, January 1, 2025 – Soca Monarch
- Thursday, January 2, 2025 – Flag-O-Rama Night
 - Performers: DJ Avalanche, Lips International, Exodus HD, Blind Earz, Bugz, Sisa, Problem Child, Karnage Temisha, Th3rd, Black Empire
- Friday, January 3, 2025 – Reggae Night
 - Performers: Big Kat, Freeze Int’l, VI Collab (Jahman & Reemah), Luciano, Sizzla Kalonji, Aidonia
- Saturday, January 4, 2025 – Madras Mas Night
 - Performers: DJ Karl, International Steven, Rudy Live & QC Deh Band, Trilla G, VIO Int’l, Pumpa, Machel Montano

Ian Turnbull, director of the Division of Festivals, emphasized the significance of the event: “The U.S. Virgin Islands has three reasons to fête, and the Division of Festivals invites everyone to come and experience 10 days of festival in St. Croix ‘Keeping our Traditions and Culture Alive.’”