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Sunny Side Up Returns to St. Croix with Brunch, Mimosas, and Shades of Brown Celebration at The Fred

Live performances by Jougo of Tortola and top DJs from across the Virgin Islands will energize the July 13 all-inclusive brunch and mimosa party at The Fred in St. Croix, running from 4 p.m. to 10 p.m. with unlimited mimosas served from 4 to 7.

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Collage of a past Sunny Side Up event on St. CROIX. By. ISLAND VYBEZ PROMOTIONS

ST. CROIX — Island Vybez Promotions is bringing back one of St. Croix's most anticipated summer events, Sunny Side Up: Brunch & Mimosa Day Party, with a bold new theme — Melanin & Mimosas: Shades of Brown. The all-inclusive experience is set to take place on Sunday, July

13, from 4:00 p.m. to 10:00 p.m. at The Fred, a premier beachfront venue known for its stunning sunset views and laid-back elegance.

This year's event promises to elevate the standard once again, with unlimited mimosas flowing from 4:00 p.m. to 7:00 p.m., a diverse brunch menu, and a vibrant, adult-only atmosphere. Patrons are encouraged to arrive in theme, embracing the "Shades of Brown" dress code that adds an elegant touch to the event's already polished presentation. Attendees must be 21 or older to participate.

Known for merging culinary delights with high-energy entertainment, Sunny Side Up has grown into a staple of St. Croix's event calendar. The Fred, which will serve as this year's host venue, is offering discounted room rates for both local and off-island attendees who want to extend the experience. Rooms are available on a first-come, first-serve basis. Those looking to secure accommodations are encouraged to visit www.sleepwithfred.com and apply the designated discount code when booking.

The event's entertainment lineup features a live performance by Jougo from Tortola and sets by a collection of top-tier DJs including Supa Trakz Intl, The VI Dream Team (St. Thomas), D'Shay of Roe FM, Syndicate Sounds, and The Trinity Krew. This blend of musical talent ensures the event will maintain its signature rhythm throughout the evening.

Tickets can be purchased online at www.sunnysideupvi.com and are also available in person at DPMNM Store and Morgan's Grocery in Barrenspot.

Since launching in 2017, Island Vybez Promotions has played a major role in shaping St. Croix's entertainment landscape. What began with Sunny Side Up has evolved into a wider portfolio of curated events, each designed to bring together community, culture, and unforgettable experiences. Through consistency and creativity, Island Vybez has built a loyal following and earned a reputation as one of the Virgin Islands' premier event organizers.

For updates on Sunny Side Up and future events, patrons are encouraged to follow Island Vybez Promotions on Facebook.