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Frederiksted Glows Pink as Zeta Phi Beta Marks 15 Years of “Put Your Feet in Pink for the Cure”

Frederiksted came alive as Zeta Phi Beta’s Nu Chi Zeta Chapter marked its 15th annual “Put Your Feet in Pink for the Cure,” honoring survivors, remembering those lost to breast cancer, and raising funds for local awareness and advocacy programs.

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ST. CROIX — The streets of Frederiksted turned into a moving tribute of hope and remembrance on Sunday as Zeta Phi Beta Sorority, Inc. Nu Chi Zeta Chapter held its 15th Annual “Put Your Feet in Pink for the Cure” — an event dedicated to raising breast cancer awareness and honoring both survivors and those who have lost their battle.

According to an issued release, the walk began at Claude O. Markoe Elementary School and ended at the historic Eliza McBean Clock Tower, where participants gathered for an evening program filled with emotion and reflection. This year's event carried forward a tradition of unity, service, and community action that has made it one of St. Croix's most beloved annual observances.

Founded by Michelle Gibbs, the initiative began as a small local effort to highlight the importance of early detection and support for those affected by breast cancer. Fifteen years later, it has grown into a major community fixture, bringing together members of Zeta Phi Beta Sorority, Inc., the Divine Nine fraternities and sororities, and supporters from across the Virgin Islands.

"This event represents sisterhood, service, and community at its best," said Chapter President Jamela Edwards. "Each year, we walk to honor those we have lost, uplift those still fighting, and remind our community that awareness and early detection save lives. We are proud that the funds we raise stay right here on St. Croix to support local causes."

Proceeds from the event will benefit Ribbons for a Cure and the Y.A.G. Foundation, two organizations that focus on cancer awareness, patient support, and advocacy for Virgin Islanders.

Reflecting on how the initiative began, founder Michelle Gibbs said, "When we started this walk 15 years ago, it was just an idea rooted in love and compassion. To see it grow into a movement that unites our community every October is truly humbling. The faces, the stories, the strength we see each year remind us why we must continue this mission."

Marchers, dressed in shades of pink and blue, made their way through Frederiksted to the upbeat music of DJ Cow, turning the walk into a symbol of solidarity and purpose. As night fell, the celebration gave way to reflection. Beneath the Eliza McBean Clock Tower, participants lit and released lanterns into the sky — each representing a life remembered or a survivor celebrated.

The lanterns illuminated the night, symbolizing resilience, remembrance, and the enduring hope that continues to drive the Nu Chi Zeta Chapter's mission after fifteen years of unwavering community service.