

The Virgin Islands Consortium

Innovative-Choice Surprises USVI With Delivery Of 9,000 Krispy Kreme Doughnuts In Preparation Of Rebranding Announcement

Business / **Published On April 07, 2017 12:13 PM /**

Staff **April 07, 2017**



Innovative and Choice Wireless -- ahead of its grand rebranding reveal on April 18 -- on Monday treated Virgin Islanders to 9,000 donuts. The companies, essentially combined into one, had been teasing the surprise through an advertising campaign.

Innovative and Choice Wireless employees involved in the "Better Together" campaign took to the streets offering orange iced Krispy Kreme doughnuts throughout the territory.

Wearing shirts sporting cheery messages such as “Treat yourself; You deserve it”, “Hello, sunshine”, and “Donut worry; be happy”, Innovative and Choice Wireless staff members offered fresh Krispy Kreme doughnuts to the delight of random individuals and businesses on St. John, St. Croix and St. Thomas.

“We are spreading happiness one doughnut at a time with a message that something new and exciting is coming for U.S. Virgin Islanders,” said project spokesperson, Jennifer Matarangas-King. “We wanted everyone to share in the excitement with us.”

“Our goal was to reach out to as many people as possible, as fast as possible”, continued Mrs. Matarangas-King. “This project was to show our gratitude to the community and to start the expectation that many good, new things are on the horizon for the premier telecommunications provider in the U.S. Virgin Islands.”

Mrs. Matarangas-King said with the two companies now being one, the community will continue to see Innovative's vibrant giveback programs, including its scholarships and sponsorship of events great and small.

Doughnuts were delivered to government agencies, businesses and non-profit organizations throughout the Territory. Employees at Marriott's Frenchman's Reef were surprised with the gift of fresh Krispy Kreme doughnuts. Thomas Inuzu, Events Manager for the Marriott, was appreciative of the delivery. “Our people were delighted with these doughnuts that just aren't available here. It was nice that our staff, so many of whom work behind the scenes, were included in this islands-wide event. We're used to spoiling our guests; it was really nice to be treated ourselves.”

Residents will find another big surprise at BetterTogetherVI.com where the doughnut fun will continue and they'll get a chance to win tickets to the Justin Bieber Purpose World Tour concert in San Juan on April 18, 2017. The trip includes round-trip airfare for two, a night at the Hyatt Regency San Juan and tickets for the concert. Winners with the best “Bieber-ized” doughnut will be announced on Thursday, April 12, 2017.

An announcement is expected to be made on Tuesday concerning the merged “Better Together” companies of Innovative and Choice Wireless.

Feature Image: Innovative-Choice Wireless employees give sweet treats to the St. Croix Police Department. (Courtesy: MLB Creative)