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Dept. of Tourism, Office of the Governor Announce 'USVI LIT' Christmas Competition, Awarding Thousands in Cash Prizes

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The Office of the Governor and the V.I. Department of Tourism announced Friday a holiday lights competition that is open to all residents, "to spread holiday cheer and camaraderie across the territory."

The "2020 USVI is LIT! Holiday Lighting Contest" is intended to make the holiday season brighter for Virgin Islanders, by awarding cash prizes on each island for the most creative and innovative holiday lights, D.O.T. said in a release.

Winners on each island will be selected in the following categories: "Best USVI Cultural Holiday Display" (\$2,500), "Best Overall Holiday Theme" (\$1,250), "Facebook Lighting Contest" (\$750), and "Facebook Boat Lighting Contest" (\$750).

Each island will be judged separately, and participants may enter in multiple categories but can only win a prize in one category, according to the release.

“With all that we have gone through this year, the lighting contest is our way to bring some cheer to the community and offer some extra cash for a few lucky and creative families,” said Governor Albert Bryan “We hope that Virgin Islanders have fun participating in this contest, and that it will bring out the VI spirit, as we usher in a brighter 2021,” he added.

The “2020 USVI is LIT! Holiday Lighting Contest” is divided into General and Facebook entries.

General Entries

Members of the public are invited to self-nominate their own holiday lighting display by sending their location and contact information to Desiree Wilkes, Manager of Media & Travel Industry Relations, Department of Tourism at dwilkes@usvitourism.vi, by January 4, 2021.

The judging panels, which consist of three judges on each island – two invited guests and one Department of Tourism employee – will tour each island and visually inspect the holiday lighting displays. Judging will take place on January 6, 2021, with winners announced the following day.

Facebook Entries

Members of the public are invited to submit a single 10-second video clip of their holiday lighting display from now through December 30, 2020 to dwilkes@usvitourism.vi. Entries will be shared on the Department of Tourism’s Division of Festivals Facebook Page ([@USVIFestivals](https://www.facebook.com/USVIFestivals)) with the hashtags #USVILIT2020 and #USVILIT. Public online voting will take place from January 1-4, 2021. The winner will be chosen based on a combination of popularity, as well as evaluation by the judging panel.

“It is undisputed that the USVI is a “LIT” (exciting and excellent) place to live, work and play,” said D.O.T. Commissioner Joseph Boschulte. “We urge Virgin Islanders to get “LIT”, show their VI pride, and light up the festive holiday season by finding creative ways to proudly display their holiday lights and make their island shine.”

Winners will be judged across a variety of factors, including lighting, tradition, USVI pride and overall holiday spirit.

Entries will be displayed across the Department of Festivals website and official Department of Tourism and Department of Festivals social media channels.