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Liberty Unveils New Corporate Identity in USVI, Ending AT&T Reign; Company Donates \$100,000 to USVI Nonprofits

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Liberty Mobile USVI on Tuesday launched its new corporate identity, brand, logo and slogan, “Your World, Better Connected” for the company’s operations in the U.S. Virgin Islands. The company also announced a \$100,000 donation to six community organizations in the USVI through its nonprofit arm, the [Liberty Foundation](#).

Liberty in 2019 [acquired the operations of AT&T](#) in Puerto Rico and the U.S. Virgin Islands.

“Our new corporate identity represents a new beginning, a new Liberty that will deliver the best network, the best offers, and the best services,” said Naji Khoury, CEO of Liberty Mobile USVI. “We are proudly running a great operation with a rich history here in the USVI and, together with our expert and talented personnel, we are ready to write the next chapter. We are also reinforcing our commitment to support more communities across the territory.”

According to the release, mobile operations in the USVI will now be unified under the Liberty name and new logo. Its main element is the “connection portal” icon, which represents how Liberty services connect consumers to their world. It is also a symbol of the company’s promise to deliver technology, innovation, services, offers, and a customer experience that truly provides consumers with the best way to connect with what they value the most, wherever they are, hence the new slogan “Your World Better Connected,” stated the release. The orange hue represents energy and passion, while the blue shade illustrates the continuity of two leading telecommunication brands in the USVI and the global access the company provides to its customers.

Mr. Khoury explained that Liberty Mobile customers have five points of sales and services throughout St. Thomas and St. Croix. Three of them are open seven days a week. The same expert, friendly employees help customers get mobile services and products with consistency in service across touchpoints to provide them with best customer experience and constant innovation, Liberty said.

Customer service options will remain the same. Should customers have any questions, they can call 1(800)331-0500 or 611 from their mobile phones, where English-speaking representatives will handle their calls.

Network upgrades for improved service

There has been an increase of 15 percent in 5G cell locations since Liberty acquired the network, for a 5G coverage rate of 90 percent of the population in the USVI. In terms of resilience, all mobile transmission stations have batteries and a generator backup. The company has also been working on adding capacity to the network with over 20 expansion projects. Just last week, the company completed one of these projects to add capacity to the entire network and is already reporting an increase in utilization, according to the release.

Mr. Khoury stated that the company has approximately 100 miles of optical fiber, all of it underground. Phase one of the fiber installation and splicing work has been completed in St. Thomas, St. John and St. Croix. These upgrades will provide resilience and redundancy against natural disasters and improved network performance in the USVI islands.

Earlier this month, Liberty Latin America, parent company of Liberty Mobile USVI, [announced an agreement to acquire Broadband VI](#), a fixed wireless internet provider in the U.S. Virgin Islands. The purchase, now pending regulatory approvals required in order to close, will bring about an enhancement to the position of the USVI as a technology hub, drive economic growth, expand tourism, and create jobs.

Larger community outreach through Liberty Foundation

As the new Liberty, the company said it is committed to expanding its community outreach efforts throughout the USVI. Mr. Khoury announced that in gratitude for the customers’ trust this past year, the company is making a special donation of \$100,000 to six community organizations in the USVI through its Liberty Foundation. This donation, which is additional to their yearly platform,

is part of a special program created to drive sustainable socioeconomic development in the USVI, focusing on gender violence survivors, youth and children.

The organizations that are receiving funds from this donation are the Women's Coalition of St. Croix, the Family Resource Center in St. Thomas, The Virgin Islands Children's Museum in St. Thomas, The Children's Museum of St. Croix, My Brother's Workshops, and The Caribbean Centers for Boys & Girls of the Virgin Islands in St. Croix.

“With the greater reach we have now, we are looking forward to helping more communities across the USVI and make a significant contribution in the markets we serve,” concluded Mr. Khoury, who is also Liberty Foundation's president.