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Families, Local Celebs, Governor and Others Participate in LOOMINATE Bike Ride on St. Croix

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LOOMINATE participants arrive at the Ancilmo Marshall Command Police Station at the Richmond stoplight before heading back to the Canegata Recreational Center on Sat. Dec. 18, 2021. By. ERNICE GILBERT/ V.I. CONSORTIUM

ST. CROIX — Benny Demus, a St. Thomas native and deejay to international music icon Akon, hosted the [LOOMINATE Bike Ride on St. Croix on Saturday](#). Mr. Demus first held this ride out on St. Thomas in August.

Families of registered riders arrived with their bicycles after 4:00 pm just outside the David C. Canegata Recreational Center to check in and retrieve their giveaways that consisted of lights, t-shirts, wristbands and sweat rags branded with one of the ride out's slogans: "It's a Ride, Not a

Race”.

The ride out commenced at 6:00 p.m. with over 100 riders on bikes with twinkling lights. The VIPD escorted along the route spanning from the starting point of the ballpark to the furthest point at the Ancilmo Marshall Command Police Station at the Richmond stoplight. The ride out ended at the ballpark.

Father-son duo Max Frederick and Makeo Frederick—who frequently cycle together in their neighborhood—was one of many families who came out to LOOMINATE. Makeo’s mom attended as a supporting spectator.

“This is one of my first times riding with a community,” Makeo said.

Anyone who didn’t have a bicycle entered a raffle to receive one of over 30 bicycles that were donated for people of all ages. Local restaurant, Bon Manjer, donated 11 bicycles to the community. Bon Manjer slated three to be donated to the Queen Louise Home for Children on Monday, according to an announcement by Mr. Demus.

“This is in your community. This is [a] family-owned business giving back to your community,” said DJ Benny D in reference to the giveaways by Bon Manjer. The same can be said of other local donors like the Mango Tree Riders, a group of cyclists on St. Croix.

It was in a true giving spirit that some members of the community who did have a bike got a raffle ticket to giveaway a bike to someone deserving in the crowd, should their ticket number be called.

All of the donated bicycles were assembled by the Island Life Adventures team. Attendees visited their tent if they needed seat adjustments and tune ups before the ride out, according to Island Life Adventures founder and managing partner Aaron Hutchins. Some rented bikes to participate.

Local celebrities, as Mr. Demus called them, who partook included DJ Slick, Pumpa, Ras Attitude and Governor Albert Bryan, to name a few. WNBA player on the Las Vegas Aces and friend to Mr. Demus, Angel McCoughtry, came to St. Croix for this event to support the cause. While at the ballpark, she spoke with young people who were playing ball at the court with the intention of giving back to the V.I. by helping young ones move stateside to get college offers, she said.

The giveaways continued after the ride out. Bikes that were ridden by local celebrities and more were given away, as well as tagged bikes by well-known beverage companies Pepsi, Gatorade, and Michelob Ultra.