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# Cruzan Rum Leads Massive Community Clean-Up in St. Croix's West-end

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**Volunteers participate in Cruzan Rum's west-end cleanup on Sat. May 27, 2023.**

FREDERIKSTED, ST. CROIX — Cruzan Rum spearheaded a community clean-up in the west-end area of Frederiksted on Saturday, aimed at removing litter and tires that have marred the island's landscape. The event saw a concerted effort from residents and businesses in restoring the beauty and cleanliness of the island.

The clean-up mission was simple: remove the trash and tires that have increasingly blighted the island's roadways, from back street to front street, from Estate Adventure stop-light to the Hannah's Rest Stoplight. This waste not only stained the visual appeal of St. Croix but posed a threat to the health of its residents and ecosystem.

The initiative was realized in collaboration with Shane's Trucking and the Waste Management Authority. On Saturday between 7:30 a.m. and 1:30 p.m., island stakeholders — including individuals, government entities, and private firms — were encouraged to participate by adopting an area to clean within a 2-mile radius of their homes and businesses.

All volunteers met at Kmart West at 7:00 a.m. on the day of the clean-up. Upon arrival, they were assigned a cleaning location and given a bag containing the necessary tools for the task, including high visibility vests, gloves, garbage bags, face masks, hand towels, water, and energy bars. A taxi service was available for transporting personnel to their designated cleaning points and back to the rally point after the activity.

The conclusion of the initiative was marked with a celebratory beach party at Dorsch Beach Frederiksted, where volunteers enjoyed food, drinks, and music by Buju from Big Katt Sounds as a token of appreciation for their efforts.

Cruzan Rum General Manager Lester Burgos and Human Resources Manager Ayanda M. Daniels expressed gratitude to their Cruzan Rum team members, the volunteers, Shane Trucking, VIWMA, the Alpha Kappa Alpha Sorority, Inc., and Diageo USVI Green IQ Committee for their commitment to the clean-up project. Recognizing the extent of the litter problem, they affirmed their intention to host further clean-up events until the island's streets are free of trash.

"What a beautiful drive on Queen Mary after our successful grooming," noted Paul Anderson, Cruzan Rum Instrumentation Technician, who has driven the highway for 34 years. "It looks like a path through St Croix's heart today, a place that truly shows our pride."

For those wishing to participate in future clean-up events, contact can be made via email at [Ayanda.daniels@cruzanrum.com](mailto:Ayanda.daniels@cruzanrum.com).