



Government of the Virgin Islands  
of the United States

## Department of Licensing and Consumer Affairs Office of the Commissioner

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**FOR IMMEDIATE RELEASE**

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### **DLCA RELEASES FESTIVAL SAFETY PSA 3:**

### **"KEEPING CRUCIAN CHRISTMAS FESTIVAL 2025–2026 FUN, SAFE, & LEGAL!"**

*(U.S. Virgin Islands)* – As preparations continue for Crucian Christmas Festival 2025–2026, the Virgin Islands Department of Licensing and Consumer Affairs is reminding all individuals and businesses planning to participate that operating legally is essential to maintaining a safe, orderly, and successful Festival season. Anyone engaging in commercial activity during Festival must obtain a valid DLCA business license before operating.

The DLCA also reminds vendors that the sale of CBD or THC products is strictly prohibited under current hemp retail licenses. Vendors are not authorized to sell CBD or THC items for consumption at Festival events or elsewhere unless and until such sales are expressly permitted under Virgin Islands law and licensing regulations. Proper licensing and compliance help build consumer confidence and support a professional Festival environment where residents and visitors can enjoy events safely and responsibly.

The DLCA encourages participants to view licensing not as a barrier, but as a tool for success that helps businesses operate confidently and responsibly. "Festival is one of our most cherished cultural celebrations," said Commissioner H. Nathalie Hodge. "Obtaining the proper license is a simple step that protects our businesses and strengthens the entire Festival experience. DLCA is here to support every participant, so this season is joyful, safe, and fully compliant."

DLCA personnel will be present throughout Festival events to provide assistance, answer questions, and support compliance efforts. Vendors and service providers are encouraged to apply early and confirm that all licensing requirements are met before Festival activities begin.

A full PSA outlining licensing requirements for Crucian Christmas Festival 2025–2026 is available on the DLCA's official social media platforms.

For licensing information or to apply, visit [www.dlca.vi.gov](http://www.dlca.vi.gov) or call 340.713.3522 on St. Croix, 340.714.3522 on St. Thomas, or 340.727.3303 on St. John. Follow us on Facebook, Instagram, LinkedIn, and X (formerly known as Twitter).

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The Bryan-Roach Administration is investing in the Territory's people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit [transparency.vi.gov](http://transparency.vi.gov).



*"Serving Businesses and Assisting, Educating, & Protecting Consumers"*  
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