



Government of the Virgin Islands  
of the United States

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

Golden Rock Shopping Center  
3000 Estate Golden Rock, Suite 9  
St. Croix, VI 00820-4311  
Telephone: 340.713.3522

Administrative Complex  
"The Battery"  
St. John, VI 00830  
Telephone: 340.727.3303

Property & Procurement Building  
8201 Subbase, Suite 1  
St. Thomas, VI 00802-5826  
Telephone: 340.714.3522

**FOR IMMEDIATE RELEASE**  
MONDAY, APRIL 20, 2026  
CONTACT: DIANE G. JOHN  
[DIANE.JOHN1@DLCA.VI.GOV](mailto:DIANE.JOHN1@DLCA.VI.GOV)

### **DLCA RELEASES CARNIVAL SAFETY PSA 2:** **“UNDERAGE DRINKING - PROTECT OUR YOUTH** **& SUPPORT SAFE CELEBRATIONS”**

*(U.S. Virgin Islands)* – As Carnival 2026 gets underway, the Virgin Islands Department of Licensing and Consumer Affairs (DLCA) is reminding residents, parents, and alcohol vendors that selling or providing alcohol to anyone under the age of 18 is illegal in the U.S. Virgin Islands. Territorial law also prohibits minors from entering establishments where alcohol is served after 9:00 p.m., unless they are accompanied by a parent or legal guardian. These laws are in place to protect young people and support safe, family-centered celebrations throughout the Carnival season.

Vendors, including temporary Carnival booth operators, are reminded of their legal responsibilities:

- Alcohol vendors must display the required “Be 18 or Be Gone” signage.
- IDs must be checked with no exceptions.
- Violations may lead to fines, license revocation, booth closure, or arrest.

Commissioner H. Nathalie Hodge emphasized the need for heightened awareness and shared responsibility during Carnival celebrations. “Carnival is a vibrant time for culture, community, and enjoyment, but it also calls for mindfulness and accountability,” she noted. “DLCA will remain actively engaged throughout the festivities, ensuring compliance, supporting our vendors, and helping to maintain a safe environment for all.” She also urged parents and guardians to have open conversations with their children about the risks of underage drinking and to encourage safe, responsible decision-making during Carnival events.

A full PSA regarding the Department’s position on underage drinking is available on the DLCA’s official social media platforms.

For more information about licensing requirements, enforcement regulations, or consumer protection initiatives, 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).

\*\*\*\*

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”*  
[www.dlca.vi.gov](http://www.dlca.vi.gov)