



FOR IMMEDIATE RELEASE

U.S. VIRGIN ISLANDS LACROSSE ASSOCIATION UNVEILS NEW BRAND, AMBITIOUS 5-YEAR STRATEGIC PLAN, AND KEY PARTNERSHIPS FOR 2026

USVI Lacrosse Positions Itself for Unprecedented Growth, Youth Program Expansion, and Olympic Qualification Bid

ST. CROIX, U.S. VIRGIN ISLANDS – November 26, 2025 – The U.S. Virgin Islands Lacrosse Association (USVILA), the recognized National Governing Body (NGB) for the sport of Lacrosse in the USVI, today announced a major organizational reset, commencing its sixth year with the launch of its new brand, **“USVI Lacrosse,”** and a comprehensive five-year strategic plan. The announcement details significant investments in technology, an expansion of its grassroots youth movement, and key alignments that set the stage for long-term sustainability and international presence.

Executive Summary of Key Initiatives

The following points summarize the major developments communicated by Executive Director Richard Carter to the membership:

Focus Area	Key Announcement & Impact
New Brand & Strategy	Launch of “USVI Lacrosse,” representing a mission-driven NGB committed to executing a new five-year strategic plan, building on six years of foundational work.
Technology & Membership	Implemented new website (www.usvi-lacrosse.org) and secure member management software. All participants are now required to register and pay a \$40 annual membership fee to be a member in good standing.
Youth Recreation Program (YRP)	Primary goal for 2026 is to organize and finance a professionally run YRP in St. Thomas, St. Croix, and St. John, including integrating lacrosse into school PE classes and starting club teams at the University of the Virgin Islands.
National Development Program (NDP)	Transitioning U13, U15, U17, and U19 teams into a structured NDP to compete in international youth tournaments (e.g., Brogden Cup, Rivalry Challenge). The NDP’s primary function is to generate revenue to fund the local YRP and subsidize Senior National Team player fees.
USA Lacrosse Alignment	Official recognition by USA Lacrosse, granting access to essential resources, including insurance coverage, background checks, coaching and officials education programs, and eligibility for grants.
Olympic Goal	In January 2026, the association will apply to become a recognized federation of the Virgin Islands Olympic Committee (VIOC) . Successful recognition makes the Men’s & Women’s Sixes teams eligible to qualify for the 2028 Olympics in Los Angeles.



Full Membership Letter from Executive Director

November 26, 2025

Good Day Members,

The U.S. Virgin Islands Lacrosse Association is beginning its sixth year as the recognized National Governing Body (NGB) of the sport of Lacrosse in the USVI. In that time, we have worked diligently to achieve the goals and objectives laid out in our original strategic plan. The execution of that plan has created a strong foundation for the future. I am excited to share with you that we are now in a unique position to build on that foundation and create unprecedented growth as we enter 2026.

It starts with our new brand, **"USVI Lacrosse"**. USVI Lacrosse represents a mission driven, professionally run NGB that is committed to executing our new five-year strategic plan at all levels. USVI Lacrosse is governed by a loyal board and a powerful leadership team which includes Directors who bring decades of experience and expertise in non-profit management and leadership to our association. As you read the information in this letter you will see that our team has been hard at work over the past six months developing and implementing new program plans, technology, procedures and processes. These are now available and clearly defined on our new website; www.usvi-lacrosse.org.

Member Clicks Technology: I invite all our members to visit the new site and take some time to absorb the valuable information provided. The primary goal of the site is to communicate information and provide transparency on all our programs to our current members and prospective members who want to learn more about USVI Lacrosse. The website represents part of the investment we have made in technology. The other part is our new member management software which allows members to register and create their own secure personal profile on our system. The system will allow us to accurately track our membership and ensure that anyone that participates in a USVI Lacrosse program is a member in good standing. This powerful software will also manage our grass roots program, national team program, national development program, event registrations, and support our staff in running camps, clinics, tournaments and showcase events.

Member Registration: We are asking all current members, new members, players, fans and anyone who wants to be a part of USVI Lacrosse to go on our website, register and pay the annual **\$40 fee**. All registrations completed before January 1st, 2027 will remain in good standing until January 1st, 2028. Please keep in mind that it is now a requirement for anyone participating in a USVI Lacrosse program to be a member in good standing. This includes board members, directors, staff members, coaches and players.

Youth Recreation Program: One of our main objectives in 2026 is to organize and finance a professionally run youth lacrosse program that focuses on beginner level players that live in St. Thomas, St. Croix and St. John. We are going to build relationships with the schools and teach lacrosse in PE classes. Then we will start after school club programs and lay the groundwork



for interscholastic competition in two to three years. We plan to introduce the game and start a club team at the University of the Virgin Islands that will increase the visibility of our game and make lacrosse a well-known sport on all three islands. The expenses of these programs are significant. They include insurance, field rental fees, staff salaries, equipment costs, shipping costs and more. The national development program was specifically designed to generate the consistent annual revenue required for this program to be successful and sustainable.

National Development Program: In 2024 at the Heritage Cup tournament, we began offering teams at the U13, U15, U17 & U19 levels. This allowed us to expand our membership base and generate additional revenue for that event. In 2026 we are going to transition those teams into a well-organized National Development Program (NDP). The NDP will produce USVI teams that travel to compete in the top international youth tournaments in the world, which include the Brogden Cup in Maryland and the Rivalry Challenge in Canada. The full details of this program are clearly laid out on the website. We are in regular communication with USA Lacrosse and Lacrosse Canada as we proceed with this program and prepare for these events. This program has two main objectives. As I mentioned, the primary objective is to use the revenue to fund our youth recreation program in the USVI. The secondary objective is to use the revenue to subsidize the player fees of our senior national team players and staff members. Though we have a small player pool, there are numerous annual events that we need our players to participate in, and the fees are consistently increasing. We strongly believe that this program will achieve both goals.

USA Lacrosse Alignment: I am pleased to announce that our association is now officially recognized by USA Lacrosse. With this recognition we now have access to resources that include insurance coverage for our players at all levels. We are also able to conduct background checks for our coaches, staff members and senior team players at no additional cost. We are now eligible to receive grants and financial support for our youth recreation program. Our coaches now have access to their coaching education program and our members that are interested in becoming officials have access to their official's education program. This relationship will empower and support our members across the association.

Virgin Islands Olympic Committee (VIOC): In September we introduced our association to the newly elected VIOC board of directors. In January we will submit our application to become a recognized federation. Once we are recognized our Men's & Women's Sixes teams will be eligible to qualify for the **2028 Olympics in Los Angeles**.

Communication Plan: We are committed to providing access to important information and consistent communication in a timely manner. Starting in December we will begin sending out a quarterly newsletter to our members with information and updates. Our leadership team will also continue to update and build out the website, so it accurately reflects our programs, policies and procedures.

As the founder, I could not be prouder of what our association has accomplished in its first six years. More importantly, I could not be more excited about how we have positioned USVI Lacrosse to be successful in the years ahead. I wish you all a Happy & Blessed Thanksgiving!



United in Pride & Hope,

Richard Carter, Executive Director

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