

SHOMARI MOOREHEAD



32 Estate St. John
Christiansted, VI 00820

Monday, November 10, 2025

Honorable Senator Avery Lewis
Virgin Islands Legislature

Dear Senator Lewis,

I'm writing today to express my heartfelt thanks for your decision to honor a Virgin Islands jewel, Ms. Janeisha John, with the Key to the Territory. I've had the privilege of knowing Janeisha for nearly two decades, and I've continually admired her drive, her talent, and her willingness to chase her dreams while never losing touch with where she comes from.

As someone born and raised on St. Croix, Janeisha represents the best of our community. The daughter of the founders of Centerline Bakery & Deli, she grew up steeped in service, leadership, and love for the Virgin Islands. She graduated with honors from the St. Croix Educational Complex, where she was class president, a saxophonist, dancer, and athlete—all before going on to earn her degree from the University of the Virgin Islands.

Janeisha has been a trailblazer in pageantry and media holding the rare distinction of representing the Virgin Islands in both the Miss America and Miss Universe competitions. As a TV host, executive producer, and on-screen talent, she has not only helped shape black-owned media platforms like Zeus Network but also modeled for major brands like Microsoft, Verizon, and Target. And yet, with all this success, she has never forgotten St. Croix.

What truly sets Janeisha apart is her consistent return home both physically and in spirit. She gives back by speaking with students, promoting local designers, supporting events, and even shooting international magazine covers on-island to highlight Crucian talent. She was recently named the Hollywood Carnival Queen, received the Caribbean Heritage Award from the City of Los Angeles, and continues to raise the profile of Virgin Islanders on global stages.

Senator, I also want to thank you for recognizing her now, while her work continues to blossom. As someone who's deeply involved in our community as a board member of several non-profits, I've seen firsthand how important it is to lift up those who make a difference. In my role as a community advocate and a business owner here in St. Croix, I've always emphasized the value of recognizing our homegrown talent and those who return to give back to the islands. Too often, we wait until someone has passed or retired to sing their praises. Honoring Janeisha today sets the right example: it tells our youth that their dreams are valid and that their community sees them.

Thank you again for recognizing her invaluable work in our community. The Key to the Territory is a most fitting award. I'm grateful for your support and for this wonderful acknowledgment of Janeisha's dedication.

With appreciation,

A handwritten signature in blue ink, appearing to read 'Shomari Moorehead', with a stylized, flowing script.

Shomari Moorehead

Founder, CrucianPoint LLC

President, Our Town Frederiksted