



DOH PRESS ME

Rough Dry Friday Challenge



INTRODUCTION

CARICOM Energy Month 2025 will be celebrated under the theme “**Invest, Innovate, Sustain: Leading the Charge in Renewable Energy Frontiers.**”

As part of this year’s observance, the Energy Unit within the Ministry of Public Infrastructure, Energy and Utilities, and Domestic Transport presents the “Doh Press Me” Competition. This activity adds a creative and competitive twist to the fun of Rough Dry Friday, engaging the imagination and community spirit of the people of St. Kitts and Nevis.

Each Friday in November, citizens and residents are invited to leave the iron unplugged, embrace the natural look, and share their “rough dry” style. Participants will post a photo or short video of themselves in unpressed clothing on Facebook using the hashtags **#noironday** and **#dohpressme**.

The competition celebrates creativity, confidence, and collective action toward energy-conscious living. It encourages everyone to show pride and personality while making a simple choice that supports a smarter use of energy across the nation.

GUIDELINES

1. Eligibility

- 1.1. The competition is open only to citizens and residents of St. Kitts and Nevis.
- 1.2. Participants must include their full name (first and last) in each post caption to confirm eligibility for prizes. Nicknames can be used in addition.
- 1.3. The competition is divided into three categories:
 - i. **Primary Schools** – open to students, teachers, and staff of primary schools in St. Kitts or Nevis.
 - ii. **High Schools** – open to students, teachers, and staff of secondary schools in St. Kitts or Nevis.
 - iii. **Individuals** (General Public) – open to all citizens and residents.
- 1.4. Members of staff of the Energy Unit, the Ministry of Public Infrastructure, Energy and Utilities, SKELEC, and NEVLEC, along with their immediate relatives, are not eligible to participate.



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2. Entry Rules

- 2.1. Each participant may submit up to **ten (10)** photos or videos during the competition period.
- 2.2. Entries must be posted on Facebook using both hashtags **#noironday** and **#dohpressme**. Each post must also include the participant's name and category (Primary, High School, or Individual) in the caption.
- 2.3. Posts must be visible to the public so that likes can be counted.
- 2.4. Only **one post per week** will be eligible for scoring. The post that receives the **highest number of likes** during that week will be used to calculate points. Likes from other posts made in the same week WILL NOT be combined or counted toward the score.
- 2.5. Posts must be uploaded between **12:00 a.m.** and **11:59 p.m.** on Friday to qualify for that week's scoring period.
- 2.6. Each entry must be an original photo or video created by the participant. Entries must be suitable for viewing by the general public and must not contain any material that is offensive, discriminatory, or inappropriate.
- 2.7. No single entry can be submitted or scored under more than one category.
 - For example, a school may submit a photo featuring an individual, but that photo will only be scored under the School Category and not under the Individual Category.
 - A participant may not repost the same image or video under a separate personal account to compete in the Individual Category.
- 2.8. The Individual Category is open to any citizen or resident of St. Kitts and Nevis who wishes to participate outside of a school. The entry may feature one person or a group, provided it is not associated with a school submission.
- 2.9. In the event of a conflict or uncertainty regarding category assignment or eligibility, the Competition Committee will make the final determination.
- 2.10. Entries that use paid promotions, fake accounts, or automated systems to increase likes or engagement will be disqualified.
- 2.11. The Energy Unit reserves the right to disqualify any post that violates these guidelines or appears to be fraudulent or manipulative in nature.



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3. Scoring System

3.1. Points will be awarded each week based on the total number of **Facebook likes** received under the **#dohpressme** hashtag.

3.2. Weekly points will be allocated as follows:

Weekly Rank	Points
1st	20
2nd	18
3rd	16
4th	14
5th	12
All other valid participants	10

3.3. Every valid entry that meets the posting requirements will receive at least **ten (10) points** for participation.

3.4. Participants will accumulate points throughout the month of November. The total number of points earned from all eligible weeks will determine the final ranking in each category.

3.5. Only entries that meet all rules and are posted within the required timeframe will be considered for scoring.

3.6. In the event of a tie in total points, the following order will be used to determine the winner:

- The entry with the highest total engagement, based on the combined number of likes, comments, and shares.
- If still tied, the participant whose posts were uploaded earlier on average across the competition period.
- If still unresolved, the Competition Committee will make the final decision after reviewing the entries.

3.7. Entries suspected of receiving likes through fake or automated accounts, or through any form of paid promotion, may have those engagements removed from the final count or be disqualified.

3.8. The decisions of the Competition Committee and the Energy Unit regarding scoring and eligibility are final.



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4. Prizes

4.1. There will be one winner per category at the end of the competition period.

4.2. The winners will receive the following prizes:

Category	Prize
Primary Schools	EC \$1,500
High Schools	EC \$1,500
Individuals	EC \$500

5. Verification and Announcement

5.1. Weekly monitoring will be carried out by the Energy Unit and the CARICOM Energy Month 2025 Planning Committee (St. Kitts and Nevis) to ensure that all entries comply with the competition rules.

5.2. Final point tallies will be completed after the last Friday in November.

5.3. Winners will be officially announced on **Friday, December 5, 2025**, through the Energy Unit's official Facebook page and other media platforms.

5.4. The Competition Committee reserves the right to verify the authenticity of any entry or engagement before confirming the final results.

6. Content and Conduct

6.1. Entries must be suitable for viewing by the general public. Posts must not contain any material that is offensive, discriminatory, defamatory, or inappropriate.

6.2. All content submitted must be the original work of the participant. The Energy Unit, the CARICOM Energy Month Planning Committee, and the Ministry of Public Infrastructure, Energy and Utilities, and Domestic Transport will not be held liable for any material that infringes on the rights of others, including copyright or intellectual property claims.

6.3. All entries must comply with the **Copyright Act of St. Kitts and Nevis**. Participants must ensure that their submissions do not infringe on any existing copyrights or intellectual property rights. (Read about the Copyright Act of St. Kitts and Nevis at https://www.culture.gov.kn/wp-content/uploads/2016/03/COPYRIGHT-ACT_ST-KITTS-AND-NEVIS_kn002en.pdf)



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- 6.4. Participants are fully responsible for the content they post and for obtaining consent from any individuals appearing in their photos or videos. The organizers accept no liability for any disputes or damages that may arise from the use or publication of submitted materials.
- 6.5. The organizers reserve the right to remove, report, or disqualify any content that is found to be in breach of these rules or that could bring the competition or its sponsors into disrepute.
- 6.6. Participants grant permission for the Energy Unit to share or repost their entries for the purpose of promoting CARICOM Energy Month or related public awareness campaigns.
- 6.7. By taking part in the competition, participants agree to all rules outlined in this document and accept that all decisions made by the Energy Unit and the Competition Committee are final.

CONTACT INFORMATION

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