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The Grass is Greener with Celebrity Cruises

***One-of-a-kind outdoor spaces, distinctive new experiences, and the return of 123go!
bring brand story to life***

MIAMI, FL – June 3, 2015 – As vacationers crave outdoor luxury for their summer getaways, [Celebrity Cruises](#) has unveiled the “[Grass is Greener](#),” a campaign rooted in highlighting ways in which Celebrity’s upscale cruises are unmatched. The campaign highlights the modern luxury brand’s most iconic, compelling attributes. The most unique of these -- the Lawn Club, a half-acre of real grass -- is the backdrop for the message that everything is better with Celebrity. This month, guests can order picnic experiences to enjoy on their private verandas and indulge in special onboard events, including jazz concerts at the onboard Lawn Clubs and evening parties, with more to come. Celebrity also has brought back its most popular offer, “123go!,” and president and CEO Lisa Lutoff-Perlo is spreading the word on a cross-country tour, surprising travel agents.

“When we say ‘the grass is greener with Celebrity Cruises,’ we mean that everything someone could want on their vacation is more authentic, more stylish, and more compelling with Celebrity,” said Lisa Lutoff-Perlo, president and CEO, Celebrity Cruises. “Real grass growing on our top decks, private and spacious veranda staterooms, our Suite Class, and globally inspired cuisine – these are some of the reasons why the grass is greener with Celebrity. Through this campaign, we want to celebrate everything that makes Celebrity the ultimate modern luxury vacation, and tell that story to affluent travelers, their friends and families who are considering a cruise to any of the world’s seven continents.”

Guests can choose from two private veranda picnic experiences – for brunch or sunset. Curated by Celebrity’s new James Beard-featured chef, the picnic experience is the first of its kind for vacationers sailing with the premium cruise line, and will roll out across the fleet beginning in June, to be available on all ships* in July. Today, Celebrity has surprise Grass is Greener events in store for sailing guests, including evening celebrations, complete with entertainment, food and the new Grass is Greener cocktail – a summer-themed blend of cucumber juice, vodka, agave nectar, jalapeño, lemon juice and basil.

With one more reason to sail with Celebrity, guests may benefit from the return of 123go! if they book by July 5, 2015, for select cruises departing in August 2015 through April 2016, and choose one of three benefits: onboard credit of up to \$300 per stateroom, free “Classic Beverage Packages” for two, or free gratuities for two. For full details about 123go!, visit celebritycruises.com/123go.

Visit celebritycruises.com/grassisgreener for more information, live coverage and Celebrity’s top 10 reasons why the grass is greener with Celebrity Cruises.

■ **MORE –**

Guests are encouraged to share why the grass is greener with Celebrity on social media by using #GrassIsGreener and following the cruise line on [Facebook](#), [Twitter](#) or [Instagram](#).

** Celebrity Xpedition excluded*

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

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