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**Take Care of YourSelfie Around the World  
with Celebrity Cruises and Randi Zuckerberg**

***Modern luxury cruise line introduces new wellness shore excursions  
curated by digital trailblazer and New York Times best-selling author***

**MIAMI, FL – Sept. 29, 2015** – Vacationers can power up while powering down with [Celebrity Cruises'](#) new, exclusive ***Take Care of YourSelfie*** shore excursions. In partnership with *New York Times* best-selling author and digital trailblazer Randi Zuckerberg, the exclusive [Take Care of YourSelfie](#) wellness program – first introduced in early 2015 – has been expanded to offer specially designed holistic experiences on land.

"With this new collection of shore excursions, finding a tech-life balance now can happen on land and at sea," explained [Dot Complicated](#) founder Randi Zuckerberg. "On vacation, many of us have grown accustomed to literally experiencing a destination through a digital lens. These active experiences ensure that there is an opportunity to be fully engaged and present during your modern luxury vacation."

"In our very connected culture, it can be challenging to take time and disconnect while on vacation, even for a moment" said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "We have loved working with Randi to combine our expertise with hers and provide more ways for guests to enjoy their vacation and enrich their mind, body and soul with the *Take Care of YourSelfie* program. Personally, I can't wait to experience the new shore excursions, plus the incredible options from the curated spa and fitness menu that started it all."

Celebrity Cruises guests can rejuvenate and explore destinations like a local with unique experiences – such as Stand-Up Paddle (SUP) Yoga, hydrobiking, cycling and canoeing – in regions around the world, including the Caribbean, Europe and Australia. The seven new *Take Care of YourSelfie* shore excursions include:

- **Power Core'd** – On the Mediterranean waters in Ibiza, Spain, this guided Stand-Up Paddle (SUP) Yoga experience allows guests to engage in a complete mind and body workout and connect with the sea – and not the internet.
- **Ultimate ESCape** – Vacationers will discover firsthand the thousand faces of the city of Naples, Italy by land and sea as they canoe through the exquisite Neapolitan blue waters and take a panoramic drive.
- **Morning SHIFT** – Foregoing electronic devices, guests shift from the traditional fast pace of their routine with a light, guided morning jog through scenic Philipsburg, St. Maarten.

- **Hot Spot** – In Melbourne, Australia, guests can bathe and unwind as they soothe their tired hands and muscles in the natural thermal mineral waters at a local, award-winning coastal escape.
- **Power Cycle** – Guests “sign off” from technology and explore the Roi’s Eco Park Lagoon on a hydrobike while burning calories and enjoying a tranquil, environmentally friendly ride through the crystal blue waters in Falmouth, Jamaica.
- **Reiki Recharge** – Vacationers rejuvenate by finding their Zen during a trainer-led meditation and yoga experience that takes place on the beautiful white-sand beaches of Roatan, Honduras.
- **Flash, Drive, and Ride** – Guests unplug and embark on a panoramic bicycle tour of Valletta, Malta for an up-close look at the history and culture of Malta.

#### **About Take Care of YourSelfie spa and fitness experiences:**

Celebrity Cruises first launched *Take Care of YourSelfie* in January 2015, unveiling spa and fitness experiences curated by Zuckerberg and available exclusively at Canyon Ranch SpaClub onboard Celebrity ships. The wellness treatments and services designed to invigorate vacationers include: “**fACEial Time**,” which effectively treats skin care needs related to overexposure to computer and digital screens; “**Texticure**,” created with text-weary hands in mind; “**Get wrAPPed**,” which helps remove toxins associated with tech-related stress; “**Control ALT Delight**,” developed for guests to stretch and flex out of a texting crouch with yoga and T-Spheres; and “**InstaGlow**,” a detoxifying, cleansing body scrub that draws out impurities and encourages vacationers to disconnect and be in the moment.

Vacationers can find out more and book *Take Care of YourSelfie* experiences by visiting [celebritycruises.com/takecareofyourselfie](http://celebritycruises.com/takecareofyourselfie), contacting Celebrity at 1.800.437.3111 or calling their travel agent.

#### **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’ 10 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](tel:1-800-437-3111), visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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