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## **On Debate Night, Celebrity Cruises Brings its Borderless Message to the Public**

**MIAMI – Sept. 26, 2016** – [Celebrity Cruises](#)' new global campaign titled **Sail Beyond Borders** is a statement of its philosophy - the world is better without walls. The modern luxury cruise line that visits more than 280 cities around the world, and is home to a crew representing more than 50 different cultures, is debuting a global campaign that encourages people to travel, experience different cultures and have a more enriching existence. Opening up the world and encouraging people to go beyond borders is Celebrity Cruises' core belief.

Airing nationally during the first televised 2016 Presidential Debate on Sept. 26<sup>th</sup>, Celebrity's 30-second video named "[Far Away](#)," takes viewers on an unprecedented journey, showcasing iconic but disparate destinations from around the world, visually blending both the places and people. Absent of any ship except for a wake intended to suggest progress and forward motion, the ad focuses less on what Celebrity does and more on what the brand believes. This and the remainder of the campaign were created with San Francisco-based advertising agency Venables Bell & Partners.

"There is so much beauty in the world. Travel expands us and enriches us. We are what we experience," said Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises. "Every day we have thousands of crew members from all over the world working in unity and collaboration, in spite of language or cultural differences, or even histories that tell them they're not supposed to get along. They are one of the inspirations for this campaign, and further proof that we can come together."

Lutoff-Perlo further discusses the new campaign in a personally penned [blog post](#).

The timing of the Sail Beyond Borders launch is purposeful and meant to insert Celebrity's message into an impactful shared cultural moment.

"We're in a time that's unlike any in our history and we're encouraging people to be fearless," observed Peter Giorgi, Chief Marketing Officer, Celebrity Cruises. "Sail Beyond Borders addresses the need to celebrate our differences, to participate in the world, to take a journey. And, as a global travel brand that exists to bring people from different countries together to experience every corner of the globe, it feels like the right time to speak up."

As the first creative element of the campaign, "Far Away" is a thought-provoking way of communicating the importance and limitless nature of travel. Following the TV launch, a number of visually captivating

print ads will feature copy that echoes the brand's ethos and "Far Away" artwork. Additionally, landing page takeovers on Celebrity Cruises' website will feature a diverse collection of crew stories demonstrating the many borders Celebrity has crossed as a company.

"This work marks a new direction for the Celebrity brand, based on the company's core values, inclusive spirit and mission to opening up the world through the power of travel", notes Will McGinness, Partner/Executive Creative Director at Venables Bell & Partners. "Celebrity's beliefs are carried out in every aspect of their operations and culture, which really helped to fuel the way we approached the creative work".

Celebrity invites consumers to join the social conversation on their travel philosophy on Facebook, Instagram, Twitter and Pinterest using #BeyondBorders. For more details on Celebrity Cruises and the new Sail Beyond Borders campaign, visit [celebritycruises.com](http://celebritycruises.com).

**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' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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