



Media Contacts:

Nathalie Alberto
(305) 539-6721
nalberto@rccl.com

Bradley Norman
(305) 539-4413
bradleynorman@rccl.com

**Stop Snoozing on Sleep, Celebrity Cruises and Canyon Ranch SpaClub
Introduce Mindful Dreams**

MIAMI, FL – August 17, 2017 – Celebrity Cruises and Canyon Ranch SpaClub want to ensure that modern travelers remember the importance of beauty sleep with the launch of their new wellness program, Mindful Dreams.

This curated program invites modern luxury travelers to experience new treatments, products and sleeping aids. Additionally guests receive nutrition advice on the best culinary choices to aid in sleep, access to expert lectures and special instructional classes promoting a holistic approach to mindful sleep, both on land and at sea.

"Vacation is a prime opportunity to rest and recharge, so partnering with Canyon Ranch SpaClub to offer Mindful Dreams was a natural evolution of our wellness program onboard," shared Susan Bonner, Vice President, Revenue Management and Onboard Revenue, Celebrity Cruises. "Through this partnership we hope to not only help guests further relax during their sailing, but also take home a lifetime of wellness tips that they can incorporate mindfully into their daily routines."

"Sleep is no luxury," states Param Dedhia, Director of Sleep Medicine, Canyon Ranch, adamantly. "With a restorative night's sleep, you nourish your mind, body and spirit."

Among the exclusive offerings is the relaxation treatment of which the program takes its namesake – Mindful Dreams. This incomparable sleep-encouraging experience incorporates products specifically designed to soothe alongside a sleep-inducing cultural massage and meditation techniques. This focused treatment promises to evoke instant tranquility and fosters inner well-being, calmness and serenity, transporting guests to the perfect getaway state-of-mind.

Additional treatments include:

- Organic lavender and seaweed sugar glow
- Age-defying restorative facial
- Lazy days detox seaweed bath
- And more!

The program features VOYA luxury products designed to deeply hydrate and smooth even the driest skin. The lavender body care range, Tranquility, incorporated in many of the treatments, helps to ease the stresses of everyday life, leading to a feeling of relaxation and peace. All ingredients are organic and sustainably harvested on the western coast of Ireland.

Mindful Dreams programming will debut on *Celebrity Equinox* and *Celebrity Summit* in August 2017 and become available fleet wide throughout September 2017.

For more information on Mindful Dreams, please visit www.celebritycruises.com and www.canyonranch.com/at-sea/celebrity-cruises.

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 five 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, or call your travel agent.

About Canyon Ranch SpaClub:

Canyon Ranch® has been a pioneer and an industry-leading proponent of the wellness lifestyle for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Arizona and Lenox, Massachusetts. In addition, Canyon Ranch operates a SpaClub® day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nev., Canyon Ranch SpaClub at Sea® facilities onboard Cunard's Queen Mary 2® luxury ocean liner, Oceania® and Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 14-time winner of Travel + Leisure's Best Spa Award and an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award.

###