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**Celebrity Cruises Debuts Sweepstakes
Featuring Newest Ship's Europe Launch
*Opportunity to experience official ship-naming ceremony
and premium cruise experience at heart of offer***

MIAMI – March 15, 2011 – Premium cruise brand Celebrity Cruises is kicking off a consumer-focused sweepstakes today, offering one lucky winner the opportunity to be part of its newest ship's history. In anticipation of the launch of the 2,886-guest [Celebrity Silhouette](#) in [Europe](#) this summer, the "Silhouette Debut" sweepstakes will offer one grand prize winner a trip for two to experience the ship's official two-night naming ceremony cruise – an experience that cannot be purchased – and the ship's inaugural voyage from Hamburg, Germany to Rome, Italy.

The full grand prize package consists of coach-class airfare to Hamburg and from Rome; accommodations in a luxurious Celebrity suite on both the two-night naming cruise previewing the ship for invited press, travel agents and dignitaries on July 21, 2011 and the ship's inaugural voyage from Hamburg to Rome on July 23; a total of \$300 credit to enjoy a spa treatment, specialty dining or shore excursion while on the inaugural voyage; and ground transportation.

The Silhouette Debut sweepstakes also offers participants an opportunity to win one of five iPads (five first prizes) or one of five Riedel Vinum wineglass tasting sets (five second prizes).

Celebrity Silhouette will offer significantly expanded onboard opportunities for vacationers to enjoy their precious vacation time. New venues that will debut on *Celebrity Silhouette* will highlight some of the premium brand's most compelling characteristics, offering unique experiences focused on the culinary arts, ways to relax and enjoy stylish surroundings at sea, and engaging, enriching onboard activities. These venues include:

- **The Lawn Club Grill**, the first large-ship outdoor, interactive grill restaurant
- **The Porch**, offering quick, simple, casual and complimentary breakfasts and lunches against a backdrop of views of the lawn and sea

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- **The Art Studio**, a space within The Lawn Club where guests can participate in intimate, hands-on instruction from experts in drawing, painting and beading, as well as the art of food, with plating, tastings, mixology and other culinary-themed classes
- **The Alcoves**, a private retreat overlooking the lawn, ocean and coastlines, featuring eight exclusive, cabana-style settings, each designed for two to four guests
- **A new craft beer focus** in Michael's Club lounge, which will be redesigned on *Celebrity Silhouette* to introduce a variety of unique brews, bites and snacks to complement them, and flat-screen TVs for viewing sporting events.
- **The Hideaway**, a high-tech, avant-garde treehouse-like spot for vacationers relaxing with their iPads or perhaps reading a good book within cozy, intimate lounging "nests."

In addition to the innovative new venues and experiences, *Celebrity Silhouette* will offer iconic Solstice Class attributes, including:

- The hip "[Celebrity iLounge](#)" that made *Celebrity Cruises* the industry's first Authorized Apple Reseller
- Uniquely unordinary "[Qsine](#)," the first seagoing restaurant to feature a menu and wine list on an iPad, and an engaging food-as-theater dining experience
- Ten unrivaled restaurants – in addition to "The Lawn Club Grill" and "The Porch"
- Modern, stylish interiors designed by some of the world's best architects and designers, including Adam Tihany
- Cool nightclubs and lounges, including Cellar Masters, complete with the industry's first installation of the innovative Enomatic wine serving system
- One of the broadest and best wine offerings in the industry, served by one of the world's largest staffs of certified sommeliers
- One of the world's largest permanent collections of original contemporary art, and the industry's first self-guided art tours to be presented on an iPad®
- Top-tier entertainment, including custom aerial production shows and live music.

The sweepstakes is open until May 15, 2011. Interested vacationers can enter the sweepstakes by visiting www.celebritycruises.com/sweeps or by texting "SILMAR" to "80565" (standard text message fees apply). Additional entries can be obtained by referring others using the online entry form. The sweepstakes is open to residents of the continental United States, Alaska, Hawaii and Canada. Official rules are available [here](#).

Celebrity Cruises' iconic "X" is the mark of the world's top-rated premium cruise line, with spacious, stylish interiors; dining experiences elevated to an art form; personalized service, with a guest-to-staff ratio of nearly 2:1; unexpected, trendsetting onboard activities, all designed to provide an unmatched experience for vacationers' precious time. *Celebrity* sails to Alaska, Australia/New Zealand, Bermuda, California, Canada/New England, the Caribbean, Europe, Hawaii, the Pacific Coast, Panama Canal, South America, and year-round in the Galapagos Islands. *Celebrity* also offers immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. One of the fastest-growing major cruise lines, *Celebrity's* fleet currently consists of nine ships, with two additional Solstice Class ships scheduled to join the fleet: *Celebrity Silhouette* in July 2011, and *Celebrity Reflection* in Fall 2012. For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or contact your travel agent.

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