



**MEDIA CONTACTS:**

Elizabeth Jakeway (305) 539-6127  
[ejakeway@celebritycruises.com](mailto:ejakeway@celebritycruises.com)

Tavia Robb (305) 539-6721  
[trobb@celebritycruises.com](mailto:trobb@celebritycruises.com)

**CELEBRITY CRUISES COLLABORATES WITH THE BREAST CANCER RESEARCH FOUNDATION®  
TO HELP RAISE FUNDS, AWARENESS**

*Effort kicks off with Gilt City sell-out of tickets to first-ever, unique culinary event on newest ship*

**MIAMI – October 6, 2011** – With their cool, contemporary design with warm spaces, inviting staterooms and personalized service, [Celebrity Cruises](#)’ ships offer [modern luxury](#), the perfect setting for vacationers looking to make the most of their precious time. Now, a new partnership with The Breast Cancer Research Foundation® (BCRF) will offer Celebrity’s guests the opportunity to make a difference while enjoying valuable down time. A unique lineup of onboard experiences will help raise awareness and funds for The Breast Cancer Research Foundation, while celebrating life, hope and the satisfaction that comes with making a positive difference. Kicking off the effort was the sale of tickets to a one-of-a-kind, two-night cruise experience aimed at culinary enthusiasts. The sale was curated by leading local experience site, Gilt City, and sold out in a few hours.

“We are incredibly passionate about not only raising awareness about breast cancer, but also looking to the future and what we might be able to do to help prevent the disease,” said [Dan Hanrahan](#), President and CEO, Celebrity Cruises. “Our [Solstice Class](#) ships changed the game, in terms of cruise ship design and experiences. All of our Solstice Class godmothers have been breast cancer survivors who have accomplished great things. Now, we hope to play a small part in not only honoring these remarkable women, but also in changing the landscape of the field of breast cancer research, by raising money for The Breast Cancer Research Foundation, one of the world’s leading breast cancer non-profits with a mission that offers hope for a future without breast cancer.”

Celebrity has shaped a robust lineup of ways for its guests to help support BCRF. From donating \$2 from the sale of each copy of its rich lifestyle book, [Excite The Senses](#), during the month of October, to the creation of an exclusive non-alcoholic pink cocktail for sale onboard with \$3 per drink to go to BCRF, to the auction of one-of-a-kind handblown pieces of glass from its industry-first Hot Glass Show on three Solstice Class ships with proceeds to go to BCRF and more, the activities will present vacationers with an easy way to feel even more satisfied with their vacation experiences. Celebrity will introduce additional activities and offerings in the coming months.

The first activity to go public was a Gilt City sale of tickets to an exclusive two-day cruise package on Celebrity’s newest ship, [Celebrity Silhouette](#), during her stateside debut in [New Jersey](#) in November. Participating guests will enjoy a host of activities focused on culinary exploration – one of the cruise line’s mainstays – in the form of a magnificent dinner hosted by Celebrity Cruises Master Chef [Jacques Van Staden](#), showcasing Celebrity’s award-winning cuisine, and also featuring the cuisine of top chefs Claudia Fleming, Andrea Reusing, Lee Anne Wong, Daisy Martinez, and Alex Guarnaschelli.

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"As the son of a woman who spent six years battling breast cancer, I'm extremely devoted to this cause," says Nathan Richardson, President of Gilt City. "Bringing the worlds of food and travel together is an incredible way to support the efforts of The Breast Cancer Research Foundation. These five inspiring female chefs promise to create an epicurean experience unlike any other – one that complements Celebrity Cruises' already outstanding culinary program."

With a \$700 donation from each package to go to The Breast Cancer Research Foundation, Celebrity Cruises will donate a minimum of \$50,000 to BCRF.

Tickets to this exclusive epicurean adventure were \$900 per couple and include all meals, cocktails, and wine. They were sold exclusively on [www.giltcity.com/newyork/celebritycruises](http://www.giltcity.com/newyork/celebritycruises) and sold out in less than nine hours.

Excite The Senses is available for purchase at [www.giftsbycelebrity.com](http://www.giftsbycelebrity.com).

**About The Breast Cancer Research Foundation:**

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF is awarding \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country and is designated an "A+" charity by The American Institute of Philanthropy, the only *cancer* organization to achieve this. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

**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 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 10 ships, with one additional Solstice Class ship, [Celebrity Reflection](#), scheduled to join the fleet in Fall 2012. For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com) or call your travel agent.

**About Gilt City:**

Gilt City provides access to unique and coveted lifestyle experience in the world's most dynamic cities—at insider prices. Each sale lasts a limited time and features a city's most sought-after restaurants, spas, concerts, cultural offerings and more. Gilt City currently features offers in New York, Boston, Chicago, Miami, San Francisco, Los Angeles, Tokyo, Atlanta, Dallas, Seattle and Washington, D.C. A subsidiary of Gilt Groupe Inc., Gilt City is headquartered in New York City with local curators in each market. To find out more please visit [www.giltcity.com](http://www.giltcity.com).

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