



## **CRUISEONE AND CELEBRITY CRUISES JOIN FORCES, VISITING ALASKA RAPTOR CENTER WITH \$6,000 DONATION AND AWARD**

*Impressive Contingent Traveling to Sitka, Alaska Non-Profit Included  
Fort Lauderdale-Based CruiseOne Executive Team and Nearly 100 Others*

Ft. Lauderdale, Fla. – September 26, 2008 – On Friday, September 19, Dwain Wall, senior vice president of CruiseOne, presented a donation valued at more than \$6,000 to the Alaska Raptor Center. Joining Wall were members of the Fort Lauderdale-based CruiseOne executive team, CruiseOne franchise owners, and representatives from Celebrity Cruises. The check presentation took place during a stop in Sitka as part of the annual CruiseOne national conference.

“The travel industry as a whole needs to pledge more time, energy and resources, giving back to our most cherished destinations and the passionate local residents we’ve encountered along the way,” said Wall. “Through Project Korima, CruiseOne has brought our employees, franchisees and partners together in a commitment to touch the communities that have so profoundly touched us...those like Sitka, Alaska and the great work being done at the Alaska Raptor Center.”

In addition to a \$3,000 donation collected from CruiseOne employees and franchisees, Celebrity Cruises – host of this year’s CruiseOne national conference aboard *Celebrity Mercury* - donated a 7-night cruise. The cruise will be auctioned during the Raptor Center’s annual fundraising gala this November, bringing the total value of the CruiseOne “Project Korima” donation to more than \$6,000.

The donation made by CruiseOne and Celebrity Cruises during this visit will be used to rebuild the Alaska Raptor Center’s mew. The mew, which is home to the Center’s educational birds, was built as a temporary structure more than 17 years ago and requires a major reconstruction. The Center expects to complete the mew this winter, though they are in need of donations to cover the anticipated \$50,000 construction costs.

“Today was a remarkable day, showing the impact we make on the people who visit us year after year from around the world,” said Debbie Reeder, Executive Director of the Alaska Raptor Center. “We are proud to call CruiseOne and Celebrity Cruises our partners and could not be more honored to accept this donation.”

Project Korima is a philanthropic initiative recently launched by CruiseOne, part of the World Travel Holdings family. Through a collaborative effort with employees, franchisees and industry allies, Project Korima identifies and supports local foundations in destinations frequented by cruise vacationers. The program includes corporate donations, grassroots volunteer efforts and awards given to outstanding local non-profits. During the September 19<sup>th</sup> check presentation, CruiseOne presented the Alaska Raptor Center with its very own Project Korima Award.

**EDITOR’S NOTE:** *Check presentation photography is available upon request to [pr@wth.com](mailto:pr@wth.com).*

### **About CruiseOne:**

CruiseOne, with 552 independently owned cruise travel franchise locations, combines tremendous industry buying power with a unique, customized experience that offers customers the ability to plan vacations online while enjoying the personalized touch of an experienced local cruise specialist.

CruiseOne is part of the World Travel Holdings (WTH) family, the largest seller of cruises in the nation. Sister brands within the WTH network include Cruises Inc., Villas of Distinction, Island Hideaways, Creative Leisure International and private-label partner brands including Orbitz, BJ's Vacations, Hotwire.com, Priceline.com, American Airlines, Continental.com, JetBlue, and US Airways, among others.

**About the Alaska Raptor Center:**

Founded in 1980, the Alaska Raptor Center is a private non-profit organization that treats approximately 200 injured or sick wild birds each year. The Center also educates more than 40,000 people annually and - in addition to being one of Alaska's top tourist attractions - is one of the nation's premier avian hospitals.

**About Celebrity Cruises:**

Celebrity Cruises offers comfortably sophisticated, upscale cruise experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, Hawaii, the Pacific Coast, Panama Canal and South America. Noted for four of the top ten "Top Cruise Ships in the World" in the large-ship category, as voted by the readers of *Condé Nast Traveler* (February 2008 readers' poll), Celebrity's current fleet will be joined by *Celebrity Solstice* in 2008, *Celebrity Equinox* in 2009, *Celebrity Eclipse* in 2010, and a fourth Solstice-class ship in 2011. For more information, call your travel agent, dial 1-800-437-3111 or visit [www.celebritycruises.com](http://www.celebritycruises.com).

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