



CELEBRITY CRUISES TO KICK OFF 10TH ANNIVERSARY OF GALAPAGOS VACATIONS WITH NEW BOOK FEATURING GUESTS' OWN CONTENT.

The sentiment expressed by nearly every guest who experiences Celebrity Cruises' Galapagos Islands vacations comes down to a few simple adjectives: unforgettable, transformative, magnificent. Celebrity Cruises announced today that it is curating a guest-driven commemorative book that will debut next year to celebrate the modern luxury cruise line's 10 years in the Galapagos Islands. Past Celebrity Xpedition guests are being invited to be part of this storytelling collective, by way of Celebrity's Facebook page, to share photos and stories of their Celebrity Xpedition memories.

"We are pleased to have been providing thousands of vacationers with once-in-a-lifetime holidays in one of the world's most compelling and biodiverse regions for 10 years," said Michael Bayley, President and CEO, Celebrity Cruises. "We also are proud of the ways our guests and crew have helped us make a difference in the communities and ecosystems of the region. This book is the first of many ways we will commemorate that, as we enter our 10th year in this extraordinary destination."

Celebrity Xpedition's official 10th anniversary sailing will take place in June 2014 - and all guests onboard will receive a complimentary copy of the book. The celebration will continue on every sailing through December 2015. Guests whose content is selected for inclusion in the book also will receive a free copy.

The state-of-the art, 100-guest Celebrity Xpedition has evolved Celebrity Cruises' signature modern luxury vacation experience to meet the needs of the modern explorer. While guests enjoy an all-inclusive experience with hassle-free travel logistics -- including privately chartered luxury air transfers and creature comforts such as gourmet cuisine, room service, in-suite dining, complimentary cocktails, plush bathrobes, and more -- Celebrity's Galapagos vacations are focused on exploring unmatched natural wonders through naturalist-led experiences, including lectures and two tours and excursions daily. Celebrity's commitment to supporting and empowering the communities of the Galapagos Islands extends to a variety of initiatives, including a medical clinic, a fishing cooperative, agricultural cooperatives, and a partnership with the Galapagos Conservancy.