



## Celebrity Cruises Cares

Celebrity Cruises Cares is a structured, multi-causal platform that provides the framework around the compelling story of Celebrity's commitment to the wellness of our guests, our crew, our communities and our environment. We are committed to making a positive difference in the world around us.

### Healthy guests:

- The Breast Cancer Research Foundation Walk the Walk (UK)
- Breast cancer awareness (Solstice Class godmothers, Eclipse honorees in Miami, SI 2011 events in NJ)
- Breast cancer fundraising (UK Celebrity Sunwalk, Solstice donation to United Way of Miami-Dade for low-income women to receive breast cancer screenings)
- Wellness-focused activities and offerings

### Healthy crew:

- Starring Crew week crew fundraising (Walk the Walk 2010, The Breast Cancer Research Foundation 2011, etc.)
- Crew welfare fund
- Crew-for-crew fundraising
- Crew wellness fairs (breast self-exam, etc)

### Healthy communities:

- GIVE Day
- United Way employee campaign
- Executive board participation and fundraising
- Haiti relief
- Haiti school

### Healthy environment:

- Save the Waves
- Ocean Fund
- Oceans Ahead
- Galapagos Fund