

Celebrity Cruises Joins The Team As Proud Partner of the New England Patriots

Written by Australian Business

BOSTON, Jan. 17, 2014 /PRNewswire/ -- Celebrity Cruises and the New England Patriots have announced a comprehensive marketing agreement highlighting the brands' shared commitment to premium experiences and entertainment. Through the partnership,

Miami

-based Celebrity Cruises will be recognized as a "Proud Partner of the New England Patriots."

"This partnership has all the makings of a winning team," said Marla Phaneuf, Regional Sales Manager and Team Manager of New England at Celebrity Cruises. "We look forward to raising local awareness and having more New Englanders join us on our stunning ships with enticing itineraries, including the New England Patriots

Fan Cruise

setting sail in 2015."

Sailing March 15, 2015, *Celebrity Silhouette* will host New England Patriots fans who will have the opportunity to meet and spend time with former Patriots players as they sail through the Caribbean

. The ship will depart from

Fort Lauderdale, Florida

and will make stops in

San Juan, Puerto Rico

;

Basseterre

,

St. Kitts

; and Philipsburg,

St. Maarten

. Onboard activities with the Patriots alumni players will include: karaoke nights, pool party volleyball and football time on the lawn,

\$50

on-board credit, and a Classic Beverage Package for two. Staterooms are now available for booking through Celebrity Cruises (

www.celebritycruises.com/BOS

) or your local travel agent.

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In addition to the fan cruise, the partnership between Celebrity Cruises and the New England Patriots includes a variety of different elements that will span through the 2015 season.

"We look forward to working with Celebrity Cruises as our official cruise line partner," said Murray Kohl, New England Patriots vice president of corporate sponsorships. "Their focus on premium experiences and quality service make for a perfect New England Patriots' teammate."

Consumers who can't wait until March 2015 for their Celebrity Cruises vacation can take advantage of Celebrity's [123go!](#) promotion, now underway through February 28, 2014 and valid on all ships (with the exception of *Celebrity Xpedition*) from February 2014 through March 2015 (excluding Transatlantic and Transpacific voyages). When booking during the 123go! promotion, guests can choose from any of the following options on over 400 sailings:

- Free "Classic Beverage Package" for two, allowing guests to pair Celebrity's delectable cuisine with their favorite beverages – representing a value of up to \$1,200 for two guests, based on a 12-night sailing, and including coverage of beverage gratuities; and free Classic Non-Alcoholic Beverage Packages for third and fourth guests in staterooms, as well as complimentary Internet packages for those guests.
- Free gratuities for two, allowing vacationers to fully relax, knowing tips for Celebrity's expert staff are covered – representing a value of up to \$360 per stateroom based on a 12-night sailing and including coverage of stateroom, waiter, assistant waiter and head waiter gratuities.
- An onboard credit of up to \$300 per stateroom, depending on the selected itinerary length, and available for guests to apply to shore excursions, specialty dining, wine tastings, spa treatments, boutique items, or any other onboard purchase

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 Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also

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presents immersive cruisetour experiences in
Zealand

Alaska, Australia/New

,
Canada

,
Europe
and

South America

. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-888-276-2874, visit

www.celebritycruises.com

/bos, or call your travel agent.

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