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THE BELL HEARD AROUND THE WORLD; CELEBRITY CRUISES 'RINGS THE BELL ON THE SEVEN SEAS' IN HONOR OF INTERNATIONAL WOMEN'S DAY



Note: Photos and video are available for download at www.celebritycruisespresscenter.com

MIAMI, FL – March 7, 2018 – Across the entire fleet of Celebrity Cruises ships positioned around the world – from the Caribbean to Australia, and in all global offices, Celebrity will 'Ring the Bell on the 7 Seas' in honor of International Women's Day, March 8, celebrating the social, economic, cultural and political achievements of women.

The campaign was born in partnership with the Red Shoe Movement in support of their Gender Equality Global Initiative. A special bell ringing ceremony will be hosted by Lisa Luttoff-Perlo, President and CEO, Celebrity Cruises, on Celebrity Summit, with the ship's executive team and the Founder and CEO of the Red Shoe Movement, Mariela Dabbah. Each Celebrity ship and the global offices will then follow with their own ceremony.

"On International Women's Day millions of people around the world will celebrate the accomplishments of women, and the men who support their efforts," said Lisa Luttoff-Perlo, President and CEO, Celebrity Cruises. "I'm proud to stand with the Red Shoe Movement as gender equality is an ongoing commitment for all of us at Celebrity."

Lutoff-Perlo added: "Women are breaking glass ceilings in every country and industry – and there are many, many success stories for gender parity. Yet we have to push for even more progress, and it takes all of us working together to show the world the power of unity."

Dabbah, Founder and CEO of the Red Shoe Movement, said: "I am proud for Red Shoe Movement, whose mission is to accelerate the representation of women at the top, to partner with Celebrity Cruises to 'Ring the Bell on the 7 Seas' especially as Lisa Lutoff-Perlo is a CEO who walks her talk in everything she does. The thousands of crew members and guests around the world on a Celebrity ship or in any of their global offices will unite to take a stand on gender equality. This is a historic moment in this industry and for women worldwide."

To learn more about the ceremony and Celebrity's commitment to gender equality, follow along on social media using "#CelebratingWomen", "#IWDleader", "#IWD2018", and "#GenderBell".

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' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada. Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

About Red Shoe Movement:

The Red Shoe Movement is a leadership development company powered by a global community of women and men who support each other for career success. With its proprietary methodology that fosters sustainability, RSM offers the necessary tools and coaching for female talent to align their objectives with those of their organizations, in order to grow more effectively, quickly and synergistically. Its clients include: Novartis, MetLife, Novartis, Celebrity Cruises, Coca-Cola, P & G, Century Link, Sodexo and many other Fortune 500 companies.

For more information: www.RedShoeMovement.com.

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