



What a Shirt! What a Cause! Carnival's WUATA T-Shirts Go on Sale Today

May 8, 2019

Proceeds from 'Why Use A Travel Advisor' T-shirts to benefit Carnival Cruise Line's charity partner, St. Jude Children's Research Hospital

MIAMI (May 8 2019) — For fashionistas and socially conscious travel advisors, Carnival Cruise Line's WUATA T-shirts go on sale today, May 8, 2019. A component of Carnival's yearlong "Why Use A Travel Advisor" program, WUATA T-shirt sales will support St. Jude Children's Research Hospital® with a minimum contribution of \$10,000 to the cruise line's longtime charity partner.

The stylish Carnival-branded T-shirt has the colorful WUATA logo on the front, while the back showcases WUATA Word, the online word cloud created by travel advisors and their clients from one-word descriptions extolling why travel agents rock. WUATA T-shirts will be sold at all four WUATA Party events and online. The \$25 shirts are available in three colors and a variety of sizes and can be purchased by any North American travel advisor, including Canada and Puerto Rico.

"The response to WUATA Word has been overwhelming, with thousands of submissions already, and we thought it would be fun for agents to show off some of those key words that illustrate their value while also supporting St. Jude," said Adolfo Perez, senior vice president of sales and trade marketing for Carnival. "What better way to spread the message of Why Use a Travel Advisor than by wearing a WUATA T-shirt in our local communities."

Aimed at helping travel professionals attract new clients and deepen the loyalty of existing clients, WUATA is a yearlong multifaceted program with special events that bring clients and industry experts together to promote the travel agent community. Carnival's Why Use A Travel Advisor program features a WUATA Party (a wordplay on "What-A Party") in four cities, social media promotions, contests, exclusive merchandise, giveaways, text alerts and WUATA Word, the crowdsourced word cloud that grows as the movement expands.

Carnival is hosting WUATA Parties in Orlando, Florida, May 8; Toronto, Canada, July 24; New York Sept. 18; and Los Angeles Oct. 29. Carnival's WUATA Parties will be hosted by Perez along with Carnival sales executives and business development managers.

Travel advisors can sign up to receive WUATA Updates by texting "WUATA" to 1-866-Go-WUATA (469-8282), submit an entry to WUATA Word at www.WUATAWORD.com or buy a WUATA T-shirt at <https://www.ebay.com/itm/333186540068>.

For additional information about Carnival Cruise Line call 1-800-327-9501 (individual) or 1-800-327-5782 (groups) or visit the line's travel agent Internet portal, GoCCL.com. Carnival can also be found on Facebook, Instagram, Twitter and YouTube.

Journalists also can visit Carnival's media site, Carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 26 ships operating three- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Cuba, Europe, Australia, New Zealand, the Pacific Islands and Southeast Asia. The line currently has three new ships scheduled for delivery – Carnival Panorama set to debut in 2019, Mardi Gras in 2020 and an as-yet-unnamed ship in 2022.

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