



Spike TV's 'Lip Sync Battle' Coming To Carnival Cruise Line

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Sea-Going Version of Hit TV Show Scheduled To Launch on Carnival Vista This December

MIAMI, Aug. 30, 2016 /PRNewswire/ -- Fans of Spike TV's award-winning hit show "Lip Sync Battle" will soon be able to channel their inner rock star at sea as the pop culture phenomenon has been added to the diverse entertainment lineup aboard [Carnival Cruise Line](#).

An exclusive partnership between Spike TV and Carnival Cruise Line, *Lip Sync Battle Carnival* is an authentic recreation of the popular show where contestants can live out their music-star fantasies, facing off in a head-to-head competition to create the most unforgettable lip sync performances to iconic and popular songs. The experience is enhanced by elaborate props and costumes, high-tech lighting and sound effects, and talented back-up dancers from Carnival's popular [Playlist Productions](#) shows, along with an authentic backdrop featuring the "Lip Sync Battle" signature marquee and DJ booth.

"We're delighted to offer this exciting new entertainment activity to our guests," said Christine Duffy, president of Carnival Cruise Line. "*Lip Sync Battle Carnival* takes the brand's participatory fun to the next level, providing our guests with a chance to showcase their talents and demonstrate their creativity with their fellow guests cheering them on."

"Lip Sync Battle has proven to be a huge worldwide hit with families and we are thrilled to bring our unique and distinctive format to the world's most popular cruise line," said Casey Patterson, executive producer, Lip Sync Battle. "It's the perfect extension of our global brand, as now with *Lip Sync Battle Carnival*, our fans can join the party and show off their lip sync battling skills."

"Lip Sync Battle has a footprint in over 150 countries worldwide – so now it's time to hit the oceans as well," remarked Dan Yang, executive vice president and general manager, consumer products, Viacom Media Networks. "Our multiplatform hit is an international phenomenon and yet another example how Viacom is able to extend its brands to legions of fans off of linear television."

The contestants will be chosen at the beginning of their cruise following rounds of competitions on the Lido Deck to see who has what it takes to be a star. Two finalists will be selected based on their enthusiasm, originality and creativity and they will each have an opportunity to fine tune their performance working with Carnival's on-board entertainment experts to map out choreography, and select their sets, props and accessories.

Then, it's showtime! Following a custom video by "Lip Sync Battle" hosts and a rousing introduction from the ship's cruise director, finalists are asked to showcase their lip sync skills, selecting from a list of more than 200 songs – from pop to rock and just about everything in between.

The second round takes lip syncing to a whole new level with a full-scale production – costumes, sets and lighting -- during which the finalists recreate a scene from an iconic music video offering their own unique interpretation of the popular song which can be chosen from a variety of music genres. After the performance, the winner will be selected by an audience vote and receive a special prize unique to the reality show.

Lip Sync Battle Carnival will debut on the new [Carnival Vista](#) in December with rollout on select ships in 2017. *Lip Sync Battle Carnival* further expands on the already wide range of entertainment options onboard which includes [Carnival Live](#), Playlist Productions, [The Punchliner Comedy Club](#) and [Hasbro The Game Show](#).

To check out a welcome video by "Lip Sync Battle" hosts and more information on the program, visit <https://www.carnival.com/lip-sync-battle>.

For additional information and reservations for Carnival Cruise Line, contact any travel agent, call 1-800-CARNIVAL or visit [carnival.com](#). Carnival can also be found on:

Twitter: www.twitter.com/carnivalcruise

Facebook Fan Page: www.facebook.com/carnival

YouTube: www.youtube.com/carnival

Instagram: www.instagram.com/carnival

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

About Carnival Cruise Line:

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. The company newest ship, the 133,500-ton Carnival Horizon, is set to debut in 2018.

About Lip Sync Battle:

Based on the pop culture phenomenon of lip sync battling, the Spike original series features celebrities going head to head – lip-syncing the song of their choice – battling for the coolest bragging rights on the planet. The series is a ratings and multiplatform global superstar for Spike and is the most-watched original series in network history. The EMMY-nominated "Lip Sync Battle" is executive produced by Casey Patterson, Jay Peterson of Matador Content, [John Krasinski](#), [Stephen Merchant](#), and Eight Million Plus Productions.

About Spike TV:

[Spike TV](#) is available in 91.4 million homes and is a division of Viacom Media Networks. A unit of Viacom (NASDAQ: VIA, VIAB), Viacom Media Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address

is www.spike.com and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at <http://www.spike.com/press>. Follow us on Twitter [@spiketvpr](https://twitter.com/spiketvpr) for the latest in breaking news updates, behind-the-scenes information and photos.

About Viacom Music & Entertainment Group Consumer Products:

The Viacom M&E Consumer Products manages games, home entertainment, audio, live events, and licensing for a diverse slate of television brands and series from Comedy Central, Spike, MTV, VH1, and Logo. This includes programming merchandise for South Park Digital Studios, Lip Sync Battle, Love & Hip Hop, and Bellator MMA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/spike-tvs-lip-sync-battle-coming-to-carnival-cruise-line-300320143.html>

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