



Carnival Cruise Line Partners With Dr. Seuss Enterprises To Introduce New 'Be Kind/Dare To Care' Shipboard Activities Inspired By Beloved Children's Book Horton Hears A Who!

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MIAMI, Oct. 9, 2017 /PRNewswire/ -- Carnival Cruise Line and Dr. Seuss Enterprises have teamed up to offer a series of fun, educational shipboard activities designed to promote kindness, compassion and generosity among its younger cruisers and inspired by Dr. Seuss' beloved children's book *Horton Hears a Who!*

Part of an annual national campaign by Dr. Seuss, the new "Be Kind/Dare to Care" activities are rolling out this month across the Carnival fleet and complement existing programming within [Seuss at Sea](#), the line's exclusive partnership with Dr. Seuss Enterprises.

Published in 1940, *Horton Hears a Who!* is one of Dr. Seuss' most famous and cherished books. It tells the story of Horton the Elephant, a loyal and faithful creature who discovers a tiny planet that is home to a community called Whoville. Despite objections from his disbelieving friends, Horton vows to protect Whoville, proclaiming throughout the book that "a person's a person, no matter how small."

Patterned after the book's universal message of love and acceptance, the new shipboard programming will include a "pledge to be kind" activity where kids and their families are encouraged to write down their kindness pledges that will be posted on a special banner on board with prizes awarded for the most creative and heartfelt submissions. Kids can also create friendship bracelets and other keepsakes as part of the *Horton Hears a Who!*-themed arts and crafts with screenings of the iconic movie shown on board throughout the month of October.

Horton Hears a Who! also takes center stage as part of the line's ongoing [Seuss-a-Palooza Parade](#) and [Story Time](#) during which kids and their families participate in a swirly parade down the ships' promenade followed by an interactive reading of the book in the main show lounge where the young and the young at heart portray different characters in the book.

"*Horton Hears a Who!* is one of Dr. Seuss' most heartfelt and thought-provoking books and we're delighted to partner with Dr. Seuss Enterprises on this exciting new venture that teaches children the value of kindness and compassion in a fun, positive way," said Caroline Lombardi, director of youth experience for Carnival Cruise Line.

"We are very excited that Carnival has created these wonderful, onboard activities that promote kindness and highlight the themes of friendship, respect and tolerance that are found in the book *Horton Hears a Who!*" said Susan Brandt, president of Dr. Seuss Enterprises.

In addition to the new "Be Kind/Dare to Care" shipboard activities, other offerings within Seuss at Sea include The Green Eggs and Ham Breakfast with The Cat in the Hat and Friends, Dr. Seuss Bookville, a family reading venue on select ships, including the new [Carnival Horizon](#) set to debut next year, as well as character interactions, Dr. Seuss toys and games, and popular movies shown on board.

For additional information and reservations, contact any travel agent, call 1-800-CARNIVAL or visit [carnival.com](#). Carnival also can 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 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

About Dr. Seuss

Theodor "Seuss" Geisel is quite simply the most beloved children's book author of all time. Winner of the Pulitzer Prize in 1984, three Academy Awards, two Emmy Awards, three Grammy Awards, and three Caldecott Honors, Geisel wrote and illustrated 45 books for children. Hundreds of millions of copies have found their way into homes and hearts around the world. While Theodor Geisel died on September 24, 1991, Dr. Seuss lives on, inspiring generations of children of all ages to explore the joys of reading.

Dr. Seuss Enterprises, L.P.

The primary focus of Dr. Seuss Enterprises, L.P. is to protect the integrity of the Dr. Seuss books while expanding beyond books into ancillary areas. This effort is a strategic part of the overall mission to nurture and safeguard the relationship people have with Dr. Seuss characters. Theodor Seuss Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would "round out the edges." That is one of the guiding philosophies of Dr. Seuss Enterprises.

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SOURCE Carnival Cruise Line

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