



Princess Cruises Launches “Summer of Shark” onboard Caribbean Princess

June 11, 2018

Celebrating Discovery Channel's 30th Anniversary of Shark Week

Fort Lauderdale, FL (June 11, 2018) – In celebration of the 30th anniversary of Discovery Channel's Shark Week, television's longest running must-see summer event, [Princess Cruises](#) has transformed Shark Week into a full season, with its first-ever "Summer of Shark" onboard Caribbean Princess for its summer sailings in the [Caribbean](#).

This past weekend Princess Cruises in partnership with Discovery, Inc., unveiled a Phillip Colbert-designed shark decal on the starboard surface of the Caribbean Princess ship during the official launch of its "Summer of Shark" activities, honoring these magnificent underwater creatures.

As part of the Discovery at SEA program, Caribbean Princess will be the one ship in the fleet that will be celebrating sharks all summer. She will have special themed designed public spaces including elevators, restaurants and casino tables. Additionally, select sailings in Alaska and the United Kingdom will have Shark Week rolled out starting July 7. Guests onboard all ships will also get to view programming from Shark Week 2018 including "Great White Abyss," available exclusively on Princess Cruises in June, in advance of it airing on the Discovery Channel during Shark Week, which begins July 22.

Children and teens aboard these sailings will have shark-themed fun in the newly redesigned Camp Discovery teen and youth centers. Kids ages 3 – 17 can turn into their favorite type of shark with glitter tattoos and shark face painting, or create arts and crafts to take home, including shark teeth jewelry and shark clay models. Adults can get into the spirit with specialty cocktails that have been carefully curated onboard including a Shark Attack Margarita and the tropical Great Blue Shark.

Beyond these Shark Week themed cruises, those looking to have their very own Shark Week experiences can book the ultimate adrenaline rush with Animal Planet Exclusive and Recommended excursions such as the Princess Exclusive Great White Shark Diving Encounter in Honolulu or Whale Shark Encounter in La Paz, Mexico.

Each year, Shark Week takes fascinated viewers on a week-long journey to the depths of the sea to uncover the secrets of the ocean's top creature. Airing around the globe, Shark Week is a pop culture phenomenon that thrills fans of all ages with dynamic programming around these often-misunderstood sea creatures.

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at [princess.com](#).

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About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to more than 360 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, "Come Back New Promise" – a \$450 million-dollar product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from Discovery and Animal Planet that include exclusive shore excursion to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, Sky Princess, under construction scheduled for delivery in October 2019. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Newsroom:

Additional media information is available at [princess.com/news](#)

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