



Twist and Shout, Move and Groove! Carnival Cruise Line Announces Exclusive Partnership with Zumbini, New High-Energy Early Childhood Program

April 22, 2019

Carnival Amplifies Onboard Youth Programming with New Music, Dance and Education Activity Available Fleetwide for Young Children and Their Families

MIAMI (April 22, 2019) – Carnival Cruise Line expands its onboard youth programming with an exclusive partnership with Zumbini offering high-energy early childhood activities and classes that combine singing, dancing and playing.

Created by Zumba and BabyFirst, Zumbini's mixed-age music and movement curriculum features group sing-alongs, activities and musical instruments to keep children engaged and energized while learning.

Led by Carnival's trained youth staff and aimed at Carnival's youngest cruisers, the [fleetwide onboard Zumbini program](#), which will be free of charge, will encompass two class options taking place within the [Camp Ocean](#) children's play areas and other lounges:

- All voyages: 30-minute drop-off class for Carnival Penguins age group (two-to-five years old);
- Voyages of six days or longer: 30-to-45-minute family class for children up to six years old focused on parent/child bonding.

"Carnival carries 800,000 children annually, the most in cruising, so we're always expanding and enhancing our onboard programming to provide even the youngest cruisers an unforgettable experience," said Chris Nelson, vice president of entertainment for Carnival Cruise Line. "We are so excited to bring Zumbini to our ships and to give families and their children a unique experience."

"When we realized that Zumba was transforming the fitness community and turning rigorous dance and aerobic movements into fun, approachable and sharable experiences, we saw the potential to make classes specific to families and children," said Alberto Perlman, CEO of Zumba.

"Based on the revolutionary Zumba exercise programs for adults, Zumbini's classes have soared in popularity on land, so I can only imagine how wonderful they will be on the high seas," said Jonathan Beda, CEO of Zumbini. "We knew Carnival was the perfect partner to take Zumbini seaside and cannot wait to give Carnival's guests the ultimate bonding experience and a new way to Choose Fun."

To learn more about Carnival Cruise Line, visit [Carnival.com](#). For reservations, contact any travel agent or call 1-800-CARNIVAL. 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](#).

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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™ in 2019, *Mardi Gras* in 2020 and an as-yet-unnamed ship in 2022.

About Zumbini

Created by Zumba and BabyFirst, Zumbini is an early childhood education program for children ages 0-4 and their caregivers. The Zumbini program has been carefully designed to promote cognitive, social, behavioral and motor skill development for young children at a critical age, all while creating the ultimate bonding experience for them and their families. Zumbini is the first early childhood education program to create a true "360°" experience, with live classes, the "Zumbini Time" interactive TV show on BabyFirst TV, and take-home music, books and toys that families receive when they sign up for a Zumbini class. Zumbini strives to bring early childhood education to families around the world, while making the experience fun for both children and their parents. Zumbini classes can be found throughout the U.S., Canada, and UK, with over 1,000 locations worldwide.