

FOR IMMEDIATE RELEASE



Cruising for the Cure – Expedia® CruiseShipCenters® Gives Back
\$10,000 Donated to Breast Cancer Research During Annual National Conference

Dec 19, 2011, Vancouver B.C.- Attendees of Expedia® CruiseShipCenters® National Conference “Walked the Walk for Breast Cancer Awareness” aboard Celebrity Eclipse’s jogging track raising over \$5,000 during the onboard initiative. Breast Cancer Awareness is Expedia CruiseShipCenters charity of choice and the company takes part in and holds fundraisers year round. These initiatives include:

Cruise for the Cure

Held aboard Royal Caribbean’s Allure of the Seas in February 2012, a portion from each stateroom booked will go directly to the Breast Cancer Society. The 2011 Cruise for the Cure raised more than \$9,000 as a result of initiatives driven by Expedia CruiseShipCenters. As of today, Expedia CruiseShipCenters is on track to surpass last year’s numbers.

The Comfort Heart Program

Started by breast cancer survivor, Carol Ann Cole, the Comfort Heart initiative has already raised over one million dollars for breast cancer research. Expedia CruiseShipCenters agents are raising awareness by purchasing and distributing these pewter hearts to friends, family and customers.

Dress for the Cause

Expedia CruiseShipCenters goes pink and holds fundraisers across North America for the annual Dress for the Cause event.

Local Initiatives

Expedia CruiseShipCenters 150 franchise locations are taking fundraising into their own hands with events being held across North America. For example, Expedia CruiseShipCenters, Richmond raised an incredible \$19,400 during their Nite of Hope and Raffle event held earlier this year.

Says Expedia CruiseShipCenters’ President Matthew Eichhorst, “At Expedia CruiseShipCenters, we believe in giving back to our agents, customers and community. During 2011 alone, we’ve raised over \$50,000 for breast cancer research through various initiatives started by our agents, Franchise Partners and support team, and plan to continue this progress throughout the New Year.” Eichhorst presented a check for \$10,000 to the Breast Cancer Society during the Conference representing the accumulation of funds raised during the Walk for Breast Cancer Awareness and Dress for the Cause events.

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About Expedia CruiseShipCenters

Established in 1987, Expedia CruiseShipCenters is North America's leading team of cruise vacation specialists with a network of 150 retail locations and over 3,600 Cruise Consultants. The company has earned numerous awards for franchising, marketing and technology and is recognized as a leading host agency in the travel agent community. For more information, please visit <http://www.cruiseshipcenters.com>.

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