



Costa Cruises Debuts New Areas Dedicated To Peppa Pig On Board The Costa Diadema

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Costa unveils the first cruise ship to inaugurate new internal and external areas for children dedicated to Entertainment One's pre-school phenomenon Peppa Pig

Genoa, May 2 2016 – Costa Cruises is ready to welcome and amaze all children enjoying a vacation on board the Costa Diadema: in fact, Costa's flagship is the first cruise ship in the world to treat its small guests to **internal and external areas completely dedicated to Peppa Pig**. Created in collaboration with **Leolandia** amusement park, which since 2015 has been hosting permanent themed attraction *Il Mondo di Peppa Pig (The World of Peppa Pig)*, and **Entertainment One (eOne)**, the new *Peppa Pig* themed layout will be completed across 9 other ships* in the Costa fleet this summer.

"The new areas dedicated to Peppa Pig will delight our little guests, making their vacation truly unique and special. This cruise innovation can only be found on board Costa ships and, thanks to collaborative efforts with Leolandia and eOne, we have accurately recreated the cartoon series environments" – Giuseppe Carino VP Guest Experience and Onboard Revenues of Costa Cruises.

"Creating dreams is in Leolandia's DNA", states Massimiliano Freddi, the park's V.P. of Strategic Development. "It's an honour to have been chosen by eOne and Costa Cruises to develop the new Peppa areas on the ships. This will allow kids and their families to experience in advance all the magic of the world of Peppa Pig in Leolandia, to make their vacation on board even more unforgettable."

The legendary Peppa Pig, star of a cartoon series broadcast in 180 countries and translated into 40 languages, will be the special playmate of all children taking a cruise in her fun-filled settings recreated on board the Costa fleet, with a layout that varies from ship to ship. On the Costa Diadema, in particular, Peppa is already ready to welcome kids to her **personalised area of the Squok Club** (the Costa fleet's club for children), completely decorated to **recreate the instantly recognisable environment of Peppa's stories**, with hills of green grass, houses, puddles, trees, balloons, Peppa, her little brother George and all their friends. In this area the children can have fun with lots of theme-oriented games, like cards, cars, puzzles and play kitchens.

The outdoor swimming pool area reserved for children has been completely redesigned based on the **pirates** theme. Children can play with Peppa and her little brother George in Grandpa Pig's beautiful boat, on a treasure island, with a lighthouse and palm trees, inventing fabulous adventures to enjoy together.

To make this cruise experience even more unique and exciting, **special events** will be offered on board where children can meet Peppa costume characters and go on fantastic adventures, under the supervision of Costa's entertainment organisers.

In fact, children can take part in creative games, like a **treasure hunt**, inspired by a cartoon episode, **drawing and painting activity** with the *Peppa Pig* theme, or even meet their favourite character in the company of their parents during the special **lunch with Peppa** organised on board for all families that want to spend a fun day together. On this occasion a special menu will be served in the ship's main restaurant, with theme-based decorations, while the undisputed star of the event,

Peppa, walks from table to table to greet the children: a truly special moment to enjoy in the company of mom and dad.

To end the day with another touch of fun and entertainment, all children are invited to **Peppa's pirate party** organised in the discotheque, decorated with the pirate theme, for an unforgettable evening event. Children can dance and have fun in the company of Peppa while dressed in the pirate costumes and accessories that they made during the painting and drawing activities.

Finally, everyone who wants to take home a little souvenir of their adventures with the adorable Peppa can take a picture with her as a memento of the unique time spent on board.

*Starting in 2016 Costa Cruises, to make its guests happy, proposes a wide variety of new ideas and outstanding testimonials: thanks to a partnership with an eye on great Italian cuisine, guests on board Costa ships can savour an extraordinary **menu created by the Michelin star award-winning chef, Bruno Barbieri**. Cruise guests will become the real stars of onboard entertainment, taking the stage of famous **television talent shows**, like **The Voice of the Sea**, that will be presented in ships' theatres. And for our young guests, the cruise will become an even more exciting and unforgettable experience thanks to the arrival of their favourite cartoon character, **Peppa Pig**, who will bring aboard all the fun and excitement of her colourful world. With these exclusive and unique experiences Costa Cruises kicks off the "Benvenuti alla felicità al quadrato" (welcome to happiness squared) communication campaign with its outstanding testimonial **Shakira**: the happiness of each guest is multiplied because they can also see it in the eyes of their travel companions.*

Leolandia is the **second most beloved park in Italy** according to TripAdvisor's ranking, and it's the perfect place for the entire family, situated in a big green park with many **themed areas** and a lot of **rides and attractions** for all ages: the Pirate's cove; Cowboy Town, an authentic "Spaghetti Western" city; Expo 1906, dedicated to the great exhibition in Milan; Leonardo's Land, where the sketches of Leonardo da Vinci turn into fantastic rides; the historic **Minitalia**, a fascinating tour of the most beautiful Italian monuments in miniature; beloved **animal areas**, including a farm, an aquarium and a reptile house; and finally **Peppa Pig's World**, where the locations of the most popular TV cartoon really come to life. To enrich the day of young ones and grownups, two fantastic new attractions: the meet&great with **Masha and the Bear**, and the chance to board **Thomas the Tank Engine** for a tour around the park. In addition, a lot of new **shows and entertainment** with pirates, fairies and acrobats. In 2016 Leolandia celebrates its **45th birthday** and every day will be an unforgettable party!

* On the Costa neoRiviera only the external area is available; on the Costa neoClassica only the internal area.

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