



## **Carnival To Serve As 'Official Seagoing Headquarters' For The Cat in the Hat's Presidential Campaign, Coinciding With Release Of New Dr. Seuss Book 'One Vote, Two Votes, I Vote, You Vote'**

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### **Variety of Fun, Educational Shipboard Activities Will Teach Kids About the Importance of Voting and the Election Process**

MIAMI, Aug. 8, 2016 /PRNewswire/ -- With Election Day just three months away, a new candidate has thrown his trademark stovepipe hat in the ring – Dr. Seuss' The Cat in the Hat!

In support of the candidacy of the world's favorite feline, Carnival Cruise Line will serve as the Official Seagoing Headquarters for The Cat in the Hat's presidential campaign, coinciding with the release of the new Dr. Seuss book, "One Vote, Two Votes, I Vote, You Vote."

Joined by his running mates, Thing 1 and Thing 2, and decked out in his special presidential attire, The Cat in the Hat will be hitting the campaign tail – er, trail – on each Carnival ship starting this week, shaking hands, passing out stickers, leading parades and smiling for photo opportunities, all part of his platform of "it's fun to have fun but you have to know how."

In keeping with the presidential theme, Carnival will also offer a variety of fun, educational #CatinHat4Prez-inspired activities designed to teach kids about the importance of voting and the election process. Part of the line's exclusive Seuss at Sea program, the activities include patriotic face painting and arts and crafts sessions where kids can create colorful posters that will be used in a Seuss-a-palooza Presidential Parade led by none other than The Cat in the Hat himself.

Ballot boxes will be also positioned in Camp Ocean/Camp Carnival on each ship, allowing kids' voices to be heard as they vote on their favorite Dr. Seuss book and receive a custom-made certificate for voting. Kids are also invited to star in The Cat in the Hat's official campaign commercial which will be shown on the in-cabin TV channels on each ship.

"Carnival is the number one cruise line for families and we're delighted to team up with our partner Dr. Seuss Enterprises to celebrate the release of this fantastic new book and the launch of The Cat in the Hat's presidential campaign to help kids understand the importance of voting in a fun yet educational way," said Christine Duffy, president of Carnival Cruise Line.

"We are so happy that Carnival is serving as the 'Official Seagoing Headquarters' for The Cat in the Hat for President, and we know The Cat will have fun on board as the Kids' Candidate, showing kids that every vote counts," said Susan Brandt, president, licensing and marketing, Dr. Seuss Enterprises, LP.

Seuss at Sea is a fleetwide program operated in conjunction with Dr. Seuss Enterprises that features exciting youth, family, dining and entertainment experiences inspired by the amazing world and words of Dr. Seuss. The program includes such popular activities as the Seuss-a-palooza Parade and Story Time and The Green Eggs and Ham Breakfast with The Cat in the Hat and Friends, as well as character interactions, Dr. Seuss toys and games and popular movies. Dr. Seuss Bookville, a colorful family reading venue, is featured aboard Carnival Freedom and the new Carnival Vista which debuted earlier this year.

For additional information on The Cat in the Hat's presidential campaign, please visit [www.carnival.com/CatinHat4Prez](http://www.carnival.com/CatinHat4Prez). For additional information and reservations on Carnival Cruise Line, contact any travel agent, call 1-800-CARNIVAL or visit [carnival.com](http://carnival.com). Carnival can also be found on:

Twitter: [www.twitter.com/carnivalcruise](http://www.twitter.com/carnivalcruise)

Facebook Fan Page: [www.facebook.com/carnival](http://www.facebook.com/carnival)

YouTube: [www.youtube.com/carnival](http://www.youtube.com/carnival)

Instagram: [www.instagram.com/carnival](http://www.instagram.com/carnival)

Journalists also can visit Carnival's media site, [www.carnival-news.com](http://www.carnival-news.com) or follow the line's PR department on Twitter at [www.twitter.com/CarnivalPR](http://www.twitter.com/CarnivalPR).

#### **About Carnival Cruise Line**

Carnival, a unit 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, Australia, New Zealand and the Pacific Islands. The company's newest ship, the 133,500-ton Carnival Horizon, is construction and set to debut in 2018.

#### **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, an Academy Award, three Emmy Awards, three Grammy Awards, and three Caldecott Honors, Geisel wrote and illustrated 44 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. Audrey S. Geisel, the widow of Dr. Seuss, heads Dr. Seuss Enterprises as CEO.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/carnival-to-serve-as-official-seagoing-headquarters-for-the-cat-in-the-hats-presidential-campaign-coinciding-with-release-of-new-dr-seuss-book-one-vote-two-votes-i-vote-you-vote-300310428.html>

SOURCE Carnival Cruise Line

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