



## Princess Cruises Unveils New Look Child and Youth Centres

January 4, 2017

Princess Cruises has announced plans to expand its Discovery at Sea partnership with reimagined youth centres, including new experiences and centre designs to help young Princess explorers learn, play and create fun memorable memories while on a cruise holiday.

This multi-million investment is currently rolling out fleet-wide through 2017 as part of the cruise line's partnership with Discovery Consumer Products, with the program implementation taking place early this year and new centre designs planned for installation during scheduled ship renovations.

Catering to specific age groups, the new offering will feature three centres where kids and teens can make new friends and participate in a range of specially designed activities.

- Two Camp Discovery centres for cruisers ages 3-12, include:
  - **The Treehouse**, ages 3-7 (formerly Pelicans): A bright, whimsical forest and animal-themed centre including captivating creatures and hands-on activities for kids to focus on play time, creativity and the world around them.
  - **The Lodge**, ages 8-12 (formerly Shockwaves): Inspired by the great outdoors, this cozy centre is filled with sports activities and fun places for kids to explore, hang out and lounge.
- **The Beach House**, for ages 13-17 (formerly Remix) offers a contemporary surf-themed lounge, featuring a cool place for teens to hang out and socialise.

New child and teen centre programming also includes *MythBusters* science activities with three hands-on challenges, featuring the show's star, Tory Belleci.

In addition, new Camp Discovery destination-themed programs focusing on the Caribbean, Alaska and Europe will immerse young cruisers into the culture, nature and customs of these regions.

Sea Princess will be the first ship in Princess Cruises' Australasia-based fleet to offer the new centres to young cruisers and teens from October 2017. Sun Princess will follow in May 2018.

Princess Cruises Vice President, Australia & New Zealand Stuart Allison said the cruise line was recommitting to its youngest cruisers and their families as part of the Come Back New promise.

"Through the Discovery brands, we have enriching new content to add to our already popular youth offerings and we're excited to incorporate interactive and age-specific design elements to share with our younger cruisers to give them the ultimate onboard experience," Mr Allison said.

Discovery Communications Senior Vice President, North America Licensing and Global Location Based Entertainment Robert Marick said the new youth centres aboard Princess Cruises' ships were a

true collaboration between Princess Cruises and Discovery Consumer Products.

"This was a great opportunity to expand our Discovery at Sea partnership to refresh the youth program by incorporating popular shows and immersive activities and designs from the popular Discovery brands," Mr Marick said.

In partnership with Discovery Consumer Products, Princess Cruises introduced Discovery at Sea in 2015 offering memorable holiday experiences for the whole family to enjoy including *Shark Week* and *MythBusters*. Interactive experiences are designed to bring to life the nature, wildlife and history of the regions in which guests are sailing. Guests let their imaginations set sail with a variety of activities including stargazing, exclusive Discovery and Animal Planet shore excursions and onboard activities.

Key experiences in the new children's programming on offer in the **Camp Discovery** (ages 3-12) categories include:

**Play** – indoor and outdoor gaming, sports and physical activities:

- *Shark Hunters*: Investigate mysterious Caribbean sharks on an interactive scavenger hunt
- *Alaskan Explorers*: Hunt for clues to the connections between Alaska's animals and people
- Try your skills on PlayStation®, Nintendo Wii™, XBOX Kinect consoles, board games, air hockey and ping-pong
- Join dance classes and engage in friendly competitions
- Enjoy sports including basketball, mini golf, yoga and miniature Olympics

**Discover** – places, animals and hands-on experiments:

- *MythBusters* Science Activities: Try three hands-on challenges, featuring Tori Belleci from the show
- *Survive Alaska*: Invent tools to survive the harsh environment of The Great Land
- Animal Planet uncovers ferocious secrets in *Shark Attack*, and learn squid anatomy in *Just Squiddin' Around*
- Learn the science of magic or become an engineer for a day with programs from the California Science Center, home of the *Endeavour* space shuttle
- Inspire a love of nature from the regions we sail with *Animal Planet Endangered Species* activities and our Glacier Bay Jr. Ranger program

**Huddle** – fun interactions with peers:

- *Extreme Sea Carnival*: Caribbean music, dance, trivia and crafts light up the night for the whole family
- *Wild Alaska Festival*: Celebrate Alaskan nature at this family theme night
- Discovery at Sea™ theme days with activities inspired by *Shark Week* and *Animal Planet*
- Talent shows showcase singing, dancing, musical skills and jokes
- Theme nights: Include Pirate Night, with eye patch making, tattoos and a treasure hunt; Mexican Fiesta with music, Spanish lessons, traditional dances and costume making; Challenge Night with puzzle, riddle and physical challenges

**Create** – arts, crafts, science exploration:

- Make Animal Planet puppets, masks and paintings inspired by regional wildlife
- Create a solar system or build a "stomp rocket," inspired by Science Channel

- *The Greatest Catch*: Design your own invention to help you explore the ocean
- Compete: Join the Klutz® paper airplane challenge or Lego® boat-building contest
- JrChef@Sea: Learn cake decorating and enjoy the results with your family
- Klutz art projects: Craft bracelets, velvet art, jewelry and more

Meanwhile, activities for teens at **The Beach House** (ages 13-17) include:

- *Rock the Boat Party*: It's the occasion to dress up, stroll down the red carpet and flash your VIP badge, then enjoy an evening of mocktails, awards and celebrating with friends
- Movies: Get your scream on at *Scary Movie Night* or catch some recent hits at *Late Night Movies*.
- Teen makeovers and glitter tattoos
- Dance Classes: Perfect your moves with guidance from one of our crew dancers, then show what you've got at dance competitions and parties
- Competitions: Give your skills a workout in our video game tournaments. Or play to win in air hockey, foosball and ping pong tables

For more information visit [www.princess.com](http://www.princess.com), call 13 24 88 or see a licensed travel agent.

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