



## Princess Cruises Introduces Stanley the Bear

May 3, 2017

Special Guest Stanley to Travel the World Aboard Princess Cruises

SANTA CLARITA, Calif. (May 3, 2017) – Bear sightings for [Princess Cruises](#) guests in Alaska are one of the most highly anticipated experiences during a cruise to the "Great Land." For the upcoming summer 2017 Alaska cruise season, beginning May 15, **all** Princess guests will meet a new bear mascot on board named Stanley.

Named in a Facebook contest that generated nearly 9,000 entries, Stanley was chosen in honor of the founder of Princess Cruises, Stanley B. McDonald. Stanley will appear on all [Alaska](#) sailings and interact with guests through various entertainment activities with engaging photo opportunities. On formal nights, he will dress up in his Captain's uniform and during the day wear themed apparel, such as a lumberjack outfit, tied to the destination. Stanley will also hold storytime hours for kids at the teen and youth centers.

As Stanley falls in love with cruising, he will decide to skip winter hibernation and become a stowaway, traveling the world aboard Princess ships. He will make surprise appearances on the cruise line's newest addition, [Majestic Princess](#), just in time for the inaugural festivities in Shanghai. From there, Stanley will embark on Princess sailings to Europe, Asia, Japan and Australia.

"Introducing Stanley, our new mascot bear, offers our guests a fun and interactive experience tied to the places we sail," said Kelli Coleman, vice president retail services, Princess Cruises. "We're excited to see in which Princess destinations around the world he ends up to surprise and delight our guests."

Stanley will always pack appropriately for the destination and wear custom clothing during his visits. For example, in China Stanley will be adorned in a traditional Tang suit and cap, while in Japan he'll debut a Yukata outfit. On board, guests can participate in a daily "Where on the ship is Stanley?" contest, and expect him to be a special guest in Welcome Aboard shows throughout the cruise.

Souvenir plush Stanley bears will also be available for purchase on board in The Shops of Princess for \$24.95. Princess Cruises will donate a portion of the proceeds from the sale of this bear to support PAWS: Princess Animal Welfare Sponsor.

Guests can share their travel adventures with Stanley socially using [#StanleyAtSea](#)

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS, or by visiting the company's website at [princess.com](#).

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### About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries two million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

### Newsroom:

Additional media information is available at [princess.com/news](#).

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