



Carnival Corporation Raises Record \$335,000 for American Cancer Society

October 16, 2017

World's largest leisure travel company and its flagship brand, Carnival Cruise Line, surpass goal and become second-largest U.S. Corporate Relay For Life donor with 2017 contribution

MIAMI (Oct. 16, 2017) — Carnival Foundation, the charitable arm of [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company, held its second Relay For Life fundraiser Friday, Oct. 13, 2017, for American Cancer Society.

The event surpassed Carnival Foundation's goal and raised more than \$235,000 through individual employee fundraising and a donation from the foundation. Carnival Corporation Chairman Micky Arison and his wife Madeleine donated an additional \$100,000 to the campaign through the Micky and Madeleine Arison Family Foundation.

The event was attended by Carnival Corporation Chief Executive Officer Arnold Donald, Carnival Cruise Line Chief Operating Officer Gus Antorcha and American Cancer Society Chief Executive Officer Gary Reedy. Carnival Cruise Line Brand Ambassador John Heald served as event host, and Carnival Cruise Line Senior Vice President Terry Thornton was the keynote Survivor Speaker representing cancer survivors.

"Nearly everyone is touched by cancer in some way, whether it's personally or through a family member, friend or colleague, so it is a very worthy cause to help organizations like American Cancer Society raise the funds to fight this important fight," said Linda Coll, executive director of the Carnival Foundation. "Our employees showed incredible dedication to Relay For Life these past few months, and we are proud to have exceeded our fundraising goal. We sincerely appreciate the collective efforts and everyone who came out to support our event."

During the company's Relay For Life, participants from teams made up of employees from Carnival Cruise Line and Carnival Corporation took turns walking around the "track" outside of its headquarters in Doral, Fla., from noon to 7 p.m. The teams, each named after a different cruise destination, raised funds in the months leading up to the event.

The opening ceremony was a high-energy kickoff that celebrated the lives of those who have battled cancer, inspired hope and served as a reminder that fighting cancer is a year-round priority. Employee cancer survivors at the event were invited to take the first lap around the track to celebrate their recovery.

To bring an energetic vibe to Relay for Life, signature shipboard experiences from Carnival Cruise Line were brought ashore and entertained those who walked during the event, including Seuss-a-Palooza Parade, and versions of the popular Lip Sync Battle and the Love & Marriage game.

Relay For Life ended with an emotional Luminaria Ceremony that served as a time to remember people who succumbed to cancer, to support people who currently have cancer and to honor people who have fought cancer. Employees wrote the names of those who have fought or are currently fighting the battle against cancer on special bags, and the bags were illuminated to shine with hope for a cancer-free world.

About American Cancer Society's Relay for Life

The Relay for Life movement is the world's largest fundraising event to fight cancer, and last year drew more than 3.7 million participants at 4,500 events worldwide. Funds raised at the relays enable American Cancer Society to help people facing the disease today, educate people about how to reduce their risk for cancer or detect it early, and underwrite groundbreaking cancer research.

EDITOR'S NOTE: Hi-resolution photos of the event are available [here](#).

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About the American Cancer Society:

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 25 percent decline in the cancer death rate in the U.S. since 1991, driven by less smoking, better treatments, and earlier detection. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit [cancer.org](#).

About Carnival Foundation

Carnival Foundation is dedicated to creating positive change through empowering youth, enhancing education and strengthening families in the

communities where Carnival Corporation employees live and work. Through monetary and in-kind donations, innovative philanthropic programs, employee fundraisers and hands-on volunteer initiatives, the foundation supports hundreds of organizations annually with primary funding focused in the areas of the arts, human needs, education and health.

Carnival Foundation partners include National YoungArts Foundation, New World Symphony, Florida International University, Buoniconti Fund to Cure Paralysis, Best Buddies International, The Nature Conservancy, Dress for Success Worldwide, United Negro College Fund, Hispanic Scholarship Fund and Feeding South Florida. Its website is www.carnivalfoundation.com.

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