



## Princess Cruises Unveils North To Alaska! Cruise Vacation Offerings

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### New "Like a Local" Culinary and Interactive Experiences Bring Authentic Flavors and Culture Onboard

SANTA CLARITA, Calif., Jan. 13, 2015 /PRNewswire/ -- Building on its long-standing recognition as the best Alaska cruise vacation, Princess Cruises today announced the launch of North to Alaska!, a series of new onboard offerings that fully immerse guests in the Great Alaska experience.

Created in partnership with local experts, North to Alaska! features a variety of authentic Alaska culinary, educational and entertainment experiences designed to delve deeper into the fascinating frontier guests are exploring around them. The program includes expanded Alaska seafood offerings, with signature dishes from local chefs and restaurants; unique interactions with Alaskans; and onboard festivals to allow guests to eat like a local, learn from the locals, and celebrate like a local. North to Alaska! debuts in May 2015 on Princess cruises to Alaska.

"From world-famous Alaska seafood, to learning about life as a lumberjack, to Midnight Sun deck parties and more, we're bringing the last frontier onboard Princess ships to make the #1 vacation experience in Alaska even better," said Jan Swartz, Princess Cruises president. "The new program also demonstrates Princess' ongoing innovation in cruise vacations and our commitment to super-serving our guests with highly engaging and memorable experiences for the vacation of a lifetime."

North to Alaska! highlights include:

#### Eat Like A Local

Providing a culinary journey sure to be savored, Princess has partnered with the Alaska Seafood Marketing Institute to feature nightly a variety of authentic Alaska cuisine – including King Crab, King Salmon and fresh Halibut, among others - prepared by Princess chefs specially-trained by Alaska seafood chefs to capture a true taste of the North. Specialty restaurants will also offer a regional Alaska cuisine menu on select evenings.

In addition, Princess has partnered with some of the best Alaska area joints to provide local favorites and signature dishes onboard including crab cakes from Tracy's King Crab Shack in Juneau; fish tacos from Ketchikan's Alaska Fish House; and the Mermaid Burger from the Skagway Fish Company. The winning dish from the 2014 Great Alaska Seafood Cook-off, pan-seared Alaska salmon with root vegetable hash and mushroom tea, created by local chef Travis Haugen of Southside Bistro will be featured in the main dining rooms.

#### Learn From the Locals

With Alaska cruises all about discovery and exploration, Princess is bringing the variety of Alaska cultures onboard to regale guests with stories of life in Alaska and "a day in the life" hands-on interactive activities:

- From the popular Discovery Channel program, "The Deadliest Catch," Captain David Lethin and his shipmates from the Aleutian Ballad will relate their true-life adventures and experiences in the Bering Sea in pursuit of crab.
- Guests will live like a "logger head," learning the history of logging from a local lumberjack and participating in an axe-throwing competition.
- New York Times best-selling author and renowned storyteller Nick Jans will tell his compelling, emotional story of Romeo, the wolf, and the effect he had on the people of Juneau, as told in his book, "A Wolf Called Romeo."
- Kids and teens will explore their adventurous side with activities including a Jr. Ranger program, panning for gold, "The Deadliest Catch" crab-sorting game, an interactive green screen game and more.

#### Celebrate Like a Local

Guests will experience the thrill and excitement of the Klondike, harkening back to the glory days of gold rush fever. Fun for the whole family, the Klondike festival onboard activities will include Alaska icon and sled-racing presentations, penny whistle classes, traditional dance performances, an arts and crafts show, and more. The festival day will culminate with a celebration of the natural phenomenon of a visible sun at night during the Midnight Sun top-deck party, complete with entertainment, games and specialty drinks.

In total, seven Princess ships offer more than 120 Alaska cruise departures during the summer season, May – September, originating from San Francisco, Seattle, Vancouver B.C. and Whittier (Anchorage), Alaska.

For passengers interested in experiencing even more of the Great Land, Princess cruisetours offer an unmatched variety of itinerary options for a complete land and sea Alaska experience ranging from 10 to 15 nights. All cruisetours include a seven-day Voyage of the Glaciers sailing including a visit to Glacier Bay National Park, plus up to four nights in the Denali National Park area with stays at Princess' riverside wilderness lodges.

Additional information about all of the Princess Alaska cruise options and North to Alaska! can be found at [princess.com/NorthToAlaska](http://princess.com/NorthToAlaska).

Princess Cruises celebrates its 50th anniversary throughout 2015 with more new onboard dining, entertainment and shopping. Having first set sail in 1965 with a single ship on cruises to Mexico, today, the line has grown to become the third largest cruise line in the world and a recognized leader in taking travelers to some of the most fascinating cruise destinations around the globe.

Additional information about Princess Cruises is available through a professional travel consultant, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at [princess.com](http://princess.com).

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise and tour company operating a fleet of 18 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE: CUK).

Newsroom: Additional media information is available at [princess.com/news](http://princess.com/news).

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