



Princess Cruises and NZ Natural Scoop Sweet Deal

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Princess Cruises has announced it will sell New Zealand Natural ice cream onboard its local ships - with a donation from each ice cream sale set to go to quake-affected Christchurch as an added sweetener.

In Sydney for the first time since her multi-million dollar refurbishment, Dawn Princess has become the first Princess ship to feature a New Zealand Natural ice cream parlour.

To mark the long-standing relationship between Princess Cruises and New Zealand, one of the cruise line's major destinations Down Under, the cruise line will donate 25c from each ice cream sold to Christchurch City Council's earthquake fund. New Zealand Natural has agreed to match the cruise line's donation over the next four months until the cruise ship returns to Sydney for her summer deployment on October 23.

Princess Cruises Vice President Australia & New Zealand Stuart Allison said the new partnership was a match made in heaven for Princess and its guests, with the cruise line crossing the Tasman more than any other line.

"Our passengers will be able to enjoy a scoop of New Zealand Natural ice cream while relaxing by the pool or taking in the sea views from Dawn Princess' top deck, and all the while knowing that a little of their treat will go back to a worthy cause in one of the most popular regions that we visit," Mr Allison said.

New Zealand Natural's Managing Director, Shane Lamont, reinforced Mr Allison's comments. "The partnership with Princess Cruises brings together two internationally recognised brands with products that the public love and enjoy."

"New Zealand Natural is thrilled it can provide Princess passengers the opportunity to make an impact each time they indulge in their favourite scoop of ice cream," Mr Lamont said.

In 2015-16, Princess Cruises will offer 27 roundtrip cruises from Australia to New Zealand on all five locally-based ships. Golden Princess will sail on her first season of New Zealand cruising from Melbourne, Diamond Princess and Dawn Princess will cruise from Sydney and Sea Princess and Sun Princess will sail from Brisbane.

The ice cream parlours will gradually be added to each of Princess' locally-based ships over coming months.

For more information on Princess Cruises, visit www.onesourcecruises.com.au

For more information on New Zealand Natural visit <http://www.newzealandnatural.com/>

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