



Disney CRUISE LINE

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## Disney Cruise Line's 25th Anniversary Season starts TODAY: Here's What You Need to Know

Disney Cruise Line's 25<sup>th</sup> "Silver Anniversary at Sea" season kicks off today, and if guests are planning to sail this summer, we wanted to round out everything they need to know before stepping aboard! While the Disney Wish's anniversary sailings begin today, these offerings will be added to each ship throughout the coming weeks.

From a first look at the character ensembles to a celebratory song, new entertainment, merchandise, food and beverage offerings and a Castaway Club tier created for our most frequent cruisers, there are so many shimmering details we don't want everyone to miss!

### New looks for characters



To celebrate the signature color of the celebration – Shimmering Seas – here's a first look as all our favorite Disney friends join Captain Mickey Mouse and Captain Minnie Mouse with coordinated anniversary looks! While our favorite characters will don outfits that feature swirling designs reminiscent of ocean waves and multi-toned fabric, guests can get in the action with their own shimmering ensemble.

**"Shimmering Seas" song**

**Disney Cruise Line's "Silver Anniversary at Sea" Signature Song**



Whether guests are sailing or not, they can celebrate the anniversary season with a brand-new melody! "Shimmering Seas," a signature song created especially for the "Silver Anniversary at Sea," celebrates 25 years of magic at sea in an upbeat tribute to Disney Cruise Line's past, present and future. If guests are on board this summer, be sure they keep their ears peeled for this celebratory tune!

**Themed food and beverage**



The “Silver Anniversary at Sea” won’t just be pleasing to the eyes and ears, it will be a celebration for your taste buds as well! Sweets treats made just for the season include a 25<sup>th</sup> cupcake, a Mickey chocolate sphere, chocolate cream cookie, Captain Minnie crisped rice treat – and if that’s not enough, signature desserts in the family dining venues will be getting a tasty enhancement with a special 25<sup>th</sup> chocolate piece to add to their already stunning presentation!

For those over 21, the signature Jubilee by the Sea cocktail – complete with sparkly, silver dusting and a shimmering blue sugar rim – will be available at select lounges, while a special anniversary Coca-Cola bottle, specialty coffee mug, 25<sup>th</sup> anniversary beer mug and a “Silver Anniversary at Sea” popcorn bucket will provide dual use both on the cruise and as a special keepsake at home.

**New entertainment**



In 1998, Disney Cruise Line made history as the first cruise line ever to produce a fireworks show at sea, and these sparkling displays have remained a quintessential part of the Disney Cruise Line experience since. During most Bahamian, Caribbean and Mediterranean cruises this summer that are four nights and longer, the night skies will light up with a shimmering new show that will uphold the cherished Disney tradition of fireworks and honor Disney's continuing legacy of adventure. The dazzling spectacle will be set to the tunes of iconic and beloved Disney music and will be anchored by the new signature song.



Also in honor of our “Silver Anniversary at Sea,” we are reimagining the time-honored tradition of a Captain’s Reception into the Shimmering Seas Soiree, a regal gathering with all the pomp and circumstance this milestone deserves. On one evening each cruise, guests will be invited to join their ship’s captain, cruise director and some favorite Disney friends in the atrium for a festive anniversary toast.

### **Shimmering touches**

Throughout the 25<sup>th</sup> anniversary celebration, guests may notice shimmering touches across all five ships, as well as special décor in Disney Cruise Line terminals and a limited-time look for Key to the World cards. On board, shimmering blue accents will adorn each ship's atrium, while a special anniversary icon will provide the picture-perfect backdrop for a commemorative photo.

Speaking of picture-perfect, the celebratory season isn't limited to just the high seas! Castaway Cay, Disney Cruise Line's private island in The Bahamas, is also celebrating 25 years and will be decked out with anniversary decorations, along with a special surprise shimmering makeover to Mount Rustmore, a Guest-favorite photo spot.

### **Themed merchandise**



The Shimmering Seas collection features light blue colorways and sparkling fabrics that are reminiscent of sunshine reflecting upon turquoise waters, along with festive silver accents. Shimmering accessories include a new Loungefly backpack and ear headband, new clothing pieces – including a spirit jersey and embroidered Nike polo – and a new line of commemorative jewelry. Guests can also plan to save a little room in their suitcase for other limited-time gifts, including a “Silver Anniversary at Sea” ornament, trading pin and collectible ship replica.

### **All-new Castaway Club tier**

