

For Immediate Release:

**World's Largest Gay Cruise to Set Sail on Sunday**

*Atlantis Events Confirms That It Has Also Chartered Allure of the Seas in 2012*

**WEST HOLLYWOOD, Calif., February 3, 2011** – Atlantis Events, Inc., the world's largest company specializing in all-gay and lesbian cruises and resort vacations, announced that it will set sail on the largest gay cruise ever this Sunday, February 6, onboard Royal Caribbean International's *Allure of the Seas*, with nearly 5,400 gay and lesbian guests. This 20th anniversary sailing departs from Port Everglades in Ft. Lauderdale, Fla. The company also confirmed that it has chartered *Allure of the Seas*, the world's largest passenger ship, for another sailing in 2012.

Both this Sunday's cruise and next year's cruise are the first and only charters of the *Allure of the Seas*. The 2012 cruise will sail from Ft. Lauderdale on January 29, 2012 with stops in Cozumel, Costa Maya, Mexico and Labadee, Haiti. Customers can make bookings on this once-in-lifetime cruise starting February 23.

"Our guest response to this first *Allure of the Seas* sailing was incredible, with the charter selling out in three weeks with no advertising whatsoever," said Rich Campbell, CEO of Atlantis. "Our guests always want the newest and most exciting experiences in the world. We knew they would love this cruise, but had no idea just how strong the response would be. So much of what we are creating onboard is the culmination of 20 years of experience and getting to know what our guests really love."

At 220,000 gross registered tons and with a capacity of 5,400 guests, *Allure of the Seas* is nearly 1,200 feet long – longer than New York's famed Chrysler Building.

*Allure of the Seas* offers guests a dizzying choice of activities and experiences. Guests can visit seven distinctive neighborhoods including Central Park and the Boardwalk as well as enjoy unique activities like flying on a zip line, watching a high-diving show, enjoying a drink at a bar that rises three stories, or learning to surf on FlowRider 150 feet above the ocean.

Atlantis will take this spectacular onboard experience and enhance it with its original lineup of top gay and lesbian talent, including comedians, singers, cabaret stars and performance artists. Atlantis will also feature seven of the world's top DJs at parties that will showcase the biggest production values that the company has orchestrated in its 20 year history.

Atlantis has several other major cruises planned in 2011, including an exotic Southern Caribbean Cruise in March, its 20th Anniversary Mediterranean Cruise this summer and a Mexican Riviera Cruise on Holland America's *Oosterdam* in October.

In addition to its cruises, Atlantis is also offering two all-gay Club Atlantis resort vacations in 2011. This spring's Club Atlantis Cancun runs from April 23-30 at Club Med Cancun, and next fall's Club Atlantis Vallarta takes place November 5-12. Prices for these all-inclusive vacations start at only \$1,299 per person for Cancun and \$1,399 per person for Puerto Vallarta, based on double occupancy.

Reservations for all Atlantis programs, including next year's *Allure of the Seas* adventure, are available through any travel agent or directly from Atlantis at 1-800-6-ATLANTIS. For detailed information, visit [www.atlantisevents.com](http://www.atlantisevents.com).

**About Atlantis**

Atlantis Events, Inc. is the world's largest travel company specializing in the gay and lesbian market. In its 20 years, the company has hosted over 120,000 guests on more than 120 different cruise, resort or tour experiences. In 2010, Atlantis hosted approximately 20,000 guests on 11 different events. Atlantis creates a unique vacation experience for its gay and lesbian guests by chartering entire cruise ships and all-inclusive resorts around the world for the exclusive use of its guests. Then it completely customizes their experience with unique and diverse entertainment, parties featuring leading DJs, and a team of talented hosts.

**About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 22 ships currently in service. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit [www.royalcaribbean.com](http://www.royalcaribbean.com) or call (800) ROYAL-CARIBBEAN. Travel professionals should go [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

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