

## **Get in Vacation State-of-Mind with CruiseOne's National Umbrella Drink Day on Feb. 24 Benefiting Make-A-Wish®**

*Enter-to-win a 3-day, all-inclusive vacation and receive up to \$225 in onboard credit  
between Feb. 19 and 29, 2016*

**Fort Lauderdale, Fla. (February 19, 2016)** – Leading home-based travel franchise CruiseOne®, which is part of World Travel Holdings — the world's largest cruise agency and award-winning leisure travel company, is celebrating its first-ever National Umbrella Drink Day on Wednesday, Feb. 24, 2016 benefitting Make-A-Wish®. CruiseOne will donate \$1 for every new booking made, up to \$5,000, to its signature charity Make-A-Wish, to help grant the wishes of children with life-threatening medical conditions.

“One of the reasons our signature charity is Make-A-Wish is because so many wishes involve travel,” said Rosemarie Reed, vice president of marketing for CruiseOne. “Every year we try to create new ways that we can demonstrate our support for Make-A-Wish. National Umbrella Drink Day is a fun way for people to support a good cause while planning their next dream vacation. What’s more, we are so excited for this holiday and to support Make-A-Wish that we are offering our popular Mystery Money promotion for the 10 days surrounding National Umbrella Drink Day.”

Vacation-goers who book cruises between Feb. 19 and Feb. 29, 2016 for travel between March 29 and Dec. 31, 2016 will receive up to \$225 in onboard credit. In addition, the travel franchise is hosting an online contest on Feb. 24, 2016, giving consumers the chance to win a 3-night, all-inclusive Cancun vacation by using the hashtag #UmbrellaDrinkDay and posting to social media a photo of their favorite umbrella drink.

For more information or to book a dream vacation with CruiseOne, please call 1-800-Cruise-1 or visit [www.tinyurl.com/CruiseOneUmbrellaDrinkDay](http://www.tinyurl.com/CruiseOneUmbrellaDrinkDay).

### **About CruiseOne®**

In operation since 1992, the home-based travel franchise CruiseOne® is ranked in the top three percent of all franchises worldwide and is a member of the International Franchise Association. As part of World Travel Holdings, CruiseOne franchisees are able to offer their customers the lowest possible pricing on vacations with its 100 percent “Best Price and Satisfaction Guarantee.” CruiseOne has received partner of the year, a top-ranking status, by all the major cruise lines including Norwegian Cruise Line®, Royal Caribbean International®, Celebrity Cruises® and Carnival® Cruise Lines. For more information on CruiseOne, visit [www.CruiseOne.com](http://www.CruiseOne.com).

### **About World Travel Holdings**

World Travel Holdings is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 35 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels, resort vacations and luxury travel services, World Travel Holdings has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company also operates a top-rated travel agency franchise and the country's original host agency. Its global presence includes operating multiple owned and private label

cruise and vacation brands in the United Kingdom. World Travel Holdings has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit [WorldTravelHoldings.com](http://WorldTravelHoldings.com).

### **About Make-A-Wish**

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 28,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 35 minutes. It has granted more than 270,000 wishes since its inception in 1980; more than 14,800 in 2014 alone. Visit Make-A-Wish at [www.wish.org](http://www.wish.org) to learn more.

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