



## Carnival Corporation Names Tara Russell to Lead New fathom Brand, Pioneer Sustained Social Impact Travel on a Scale World Has Never Seen

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**World's largest cruise company names Russell, a highly respected social entrepreneur, to be president of fathom and company's Global Impact Lead**

MIAMI, June 4, 2015 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest travel and leisure company, today named Tara Russell president of **fathom** and Global Impact Lead of Carnival Corporation & plc. In this newly created role, Russell will oversee all aspects of **fathom**, a new brand from Carnival Corporation whose unique business model for sustained impact and lasting development creates a brand with size, scale and global vision that reaches beyond what the world has ever seen.



Under Russell's direction, **fathom** will offer travelers unique opportunities to become immersed in another culture, work alongside its people to create enduring, life-changing impact, and build community with like-minded travelers – all on a scale never before seen. As the corporation's Global Impact Lead, she will work with Carnival Corporation's 10 brands on social impact strategies and opportunities. Russell generated the idea and vision for **fathom** in 2013 and has been working since January 2014 to research, design and develop the brand's business model.

"For years Tara has inspired others leading by example and contributing her talents, expertise and insights to move mountains to create positive social impacts that transform lives and communities," said Arnold Donald, President and CEO of Carnival Corporation. "During the past 18 months, Tara has led a team that has worked hard to develop the impact travel concept, build the **fathom** vision and design the product, and test and size the market, I can think of no better person to lead this new and exciting initiative."

Russell is a 20-year veteran of the global private and public sectors, and has worked internationally for companies including General Motors, Nike and Intel. At GM, she was chosen to represent Saturn Corporation in the Shanghai GM New Vehicle Build & Launch Project in 1999 in China. Prior to joining the Carnival Corporation family, Russell founded and served as CEO of Create Common Good, a non-profit helping people achieve self-sufficiency and financial independence by providing foodservice job training through a business-to-business food production model.

Previously, Russell was part of the founding team of Jitasa, a global social venture focused on providing affordable financial services to the non-profit industry. She also worked for four years in Thailand, offering pro bono small business development training to non-government organizations, and co-founded NightLight, an international organization that addresses the complex issues surrounding human trafficking and prostitution, including helping women seeking freedom from sexual exploitation.

In 2014, Russell was invited by the World Economic Forum to join its global leader community and to be a Founding Curator for a Global Shapers World Economic Forum Community. She sits on a number of community and advisory boards and has spoken about social enterprise and impact innovation internationally. Russell holds a Bachelor of Science in Mechanical Engineering with Highest Honors from the Georgia Institute of Technology.

**fathom** will set sail out of the Port of Miami in April 2016, and its first impact destination will be the Dominican Republic. Beginning in June 2015, travelers may reserve a spot on future **fathom** sailings by visiting [www.fathom.org](http://www.fathom.org) or calling 1-855-9fathom. Travelers may begin tailoring their trip in fall 2015, including cabin selections, social impact and recreational activities, food and beverage options, and more.

#### About Carnival Corporation

Carnival Corporation & plc is the largest cruise company in the world, with a portfolio of cruise brands in North America, Europe, Australia and Asia, comprised of Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia), P&O Cruises (UK) and **fathom**.

Together, these brands will operate 100 ships in 2015 totaling 219,000 lower berths with eight new ships scheduled to be delivered between 2016 and 2018. Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P 500 and the FTSE 100 indices.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.hollandamerica.com](http://www.hollandamerica.com), [www.princess.com](http://www.princess.com), [www.seabourn.com](http://www.seabourn.com), [www.aida.de](http://www.aida.de), [www.costacruise.com](http://www.costacruise.com), [www.cunard.com](http://www.cunard.com), [www.pocruises.com.au](http://www.pocruises.com.au), [www.pocruises.com](http://www.pocruises.com) and [www.fathom.org](http://www.fathom.org).



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