



Fathom and Ashoka Partner to Help Every Traveler be a Changemaker

May 24, 2016

Carnival Corporation's new brand enlists world-renowned Ashoka to help bring out the changemaker in everyone

MIAMI, May 24, 2016 /PRNewswire/ -- Fathom, the pioneer in social impact travel and Carnival Corporation's (NYSE/LSE: CCL; NYSE: CUK) 10th and newest brand, today announced that Ashoka, the largest network of social entrepreneurs worldwide, has developed select onboard programming for sailings to the Dominican Republic and Cuba. Together, Fathom and Ashoka have created a replicable travel experience that enables travelers to practice changemaking, and discover their own potential to create positive change in their communities. In addition to conducting in-depth training for Fathom Impact Guides, who will lead the onboard sessions on Fathom's weekly voyages, staff and social entrepreneurs from Ashoka will be onboard periodically throughout the year to observe and assist Impact Guides to run Ashoka sessions and practice changemaking in their day-to-day work life. This unique partnership is the first of its kind for Ashoka in the cruise industry.

As one of the pre-eminent global citizen sector organizations, Ashoka's vision is to advance an Everyone a Changemaker world, a world where the skills of changemaking – empathy, teamwork, leadership and problem solving – are available to everyone and solutions outpace social problems. Ashoka has nearly 3,200 Ashoka Fellows, leading social entrepreneurs who have developed innovative solutions to social problems and the potential to change patterns across society, in 90 countries. Ashoka and its Fellows work together to empower people everywhere to realize their power to create change and build enabling environments to help them thrive in a world of constant change.

"We love our partnership with Ashoka as we share similar visions of everyone being a changemaker," said Tara Russell, president of Fathom and global impact lead for Carnival Corporation. "They have a history of social innovation and education and are a respected impact organization, which will play a vital role as we continue to develop our onboard programming to enhance our traveler experience."

Fathom travelers will sail aboard the intimate 704-passenger MV Adonia, which will provide each traveler with a safe, comfortable and well-equipped venue to prepare them to engage in community-based impact activities while in the Dominican Republic. Each traveler's journey begins with one-to-two days at sea, and Fathom travelers will participate in unique immersive programming that will inspire, equip, educate and entertain. The skills and understanding travelers obtain before their on-the-ground endeavors will equip them to have real and lasting impact in their lives and the lives of others.

According to Tia Johnston, Senior Change Manager, Ashoka: "Fathom has developed an exciting opportunity by not only giving travelers the experience of giving back in a local community, but also preparing them to take what they learn and apply it to their life at home as a changemaker. Fathom's goal with each traveler is a long-term engagement, not one that ends in the confines of seven days. Fathom is doing something that we hope will one day be the norm for businesses – helping travelers and employees recognize their own changemaking potential and giving them opportunities to practice it. That is a journey worth taking – for everyone."

Below are the areas of select programming from Ashoka and Fathom

Change Making Acts – Fathom travelers experience fun and engaging one-hour hands-on workshops focused on changemaker discovery and will understand what it means to make a difference in the world. From a fun family scavenger hunt with a changemaking theme and engaging storytelling, to playful problem solving around pressing social issues, Fathom travelers will walk away having committing at least one change making act.

Changemaker Workshops – In addition to taking an in-depth look at what it means to be a changemaker on a global scale, travelers will connect and unleash their own changemaking potential during three enticing team exercises. During these two-hour sessions, travelers will learn how to make a positive impact in their personal lives, during their experiences on the ground, and within their local community. These workshops will help travelers reflect deeply on their surroundings and develop their own personal changemaker story through Ashoka's proven storytelling methodology.

Parenting Changemakers – Likeminded parents, grandparents, and anyone with a child in their life will gain insight on how to discover changemaking inside them and apply it to their family dynamics. Additionally, parents will explore ways to help their children obtain the skills they need for the future and uniquely equip them for the real world. As the most consistent ingredient in creating a successful social entrepreneur and world changer, parenting changemakers focus on practical strategies to instill the change making skills of empathy, problem solving, leadership and teamwork in young people. www.parentingchangemakers.org

Prices for the seven-day trips to the Dominican Republic start at \$499 per person, excluding taxes, fees and port expenses and including all meals on the ship, onboard social impact immersion experiences, three onshore social impact activities and related supplies. Prices will vary by season. To secure a spot on future sailings, a fully refundable \$300 per person deposit is required for all cabin categories and occupancy levels. Final payment is due 90 days prior to departure.

Prices for seven-day itineraries to Cuba start at \$1,800 per person, excluding Cuban visas, taxes, fees and port expenses and including all meals on the ship and lunch while in the three ports, onboard experiences and on-the-ground activities. Prices will vary by season. To secure a spot on future sailings, a fully refundable \$600 per person deposit is required for all cabin categories and occupancy levels. Final payment is due 90 days prior to departure. To reserve a spot on future sailings, travelers may call Fathom toll-free at 1-855-932-8466 or work with a travel professional. Learn more at www.Fathom.org.

About Fathom Travel to the Dominican Republic

Fathom is a different kind of cruise that combines one's love of travel with the desire to make a difference in the world. Fathom is defining a new category of travel, Social Impact Travel. Part of the Carnival Corporation (NYSE/LSE: CCL; NYSE: CUK) family, Fathom offers consumers authentic, meaningful travel experiences to enrich the life of the traveler and work alongside locals as they tackle community needs in the Dominican Republic. Fathom is unique in that it leverages Carnival Corporation's expertise and scale for a one-of-a-kind business model to create long-term collaboration with its partner countries, allowing for sustained social impact and lasting development. Fathom will serve the sizable and growing market of potential social impact travel consumers – approximately one million North Americans – in addition to global travelers already pursuing service-oriented travel experiences worldwide.

Sailing aboard the MV Adonia, a 704-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK), Fathom will engage, mobilize, educate and equip travelers on every Dominican Republic trip allowing for rich personal enrichment and thousands of impact activity days per visit—and tens of thousands of travelers a year to communities of promise, providing unprecedented scale for impact.

About Fathom Travel to Cuba

Recently earning U.S. and Cuban government approvals, Fathom will be the first cruise company to sail from the U.S. to Cuba in more than 50 years. Fathom's round-trip culturally immersive cruise itinerary initially will feature experiences in the Cuban port cities of Havana, Cienfuegos, and Santiago de Cuba, providing travelers the opportunity to enjoy a rich and vibrant culture that until now most U.S. travelers have only seen in photographs. Designed for rich immersion and ease of travel, the Fathom Cuban itinerary offers passengers a comfortable cabin including all the amenities of a modern hotel, plus the luxury of having to unpack only once. Every night, Fathom travelers return to the comforts of the MV Adonia, where they can relax knowing that all the details of getting from location to location in Cuba are handled.

For more information about Fathom or to book a voyage, contact your Travel Professional, call Fathom toll-free at 1-855-932-8466 or visit www.Fathom.org.

About Ashoka

Ashoka is the largest network of social entrepreneurs worldwide, with over 3,200 Ashoka Fellows in 90 countries putting their system changing ideas into practice on a global scale. Founded by Bill Drayton in 1980, Ashoka has provided start-up financing, professional support services, and connections to a global network across the business and social sectors, and a platform for people dedicated to changing the world. Ashoka launched the field of social entrepreneurship and has activated multi-sector partners across the world who increasingly look to entrepreneurial talent and new ideas to solve social problems.

Ashoka Fellows remain the core of our community, and their insights show us how the world is moving and what is needed next. Ashoka's mission has evolved beyond catalyzing individual entrepreneurs to enabling an "everyone a changemaker" world. This means equipping more people – including young people - with the skillset and a connection to purpose so that they can contribute ideas and effectively solve problems at whatever scale is needed in their family, community, city, workplace, field, industry, country. This evolution comes from the urgent realization that the pace of change is accelerating in an increasingly complex and interconnected world. Our strategic initiatives focus on setting in motion the people, resources and ecosystems that will bring about a social revolution where everyone contributes to change for the good of all. Working in partnership with private, philanthropic and citizen sector players we are achieving large-scale social innovation that is grounded in decades of entrepreneurial experience.

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